

The REPORTER

of Direct Mail Advertising

September 1951



To be published
October 1, 1951



**HANDBOOK
OF
ENVELOPE PRODUCTS
AND PURPOSES**

Your printer
will secure
a copy for you

FREE

*This
Book*

**shows you how to
CUT COSTS, SAVE WORK,
INCREASE PROFITS
through correct
envelope usage**

Authoritative, concise, complete, this 140-page pocket-size *Handbook* is practically an encyclopedia of envelopes and envelope usage.

Tells how to pick the right envelope for every job . . . how to save time and money, increase efficiency and profits through correct envelope usage . . . gives mailing, packaging, printing and other information — everything you need to know to use envelopes profitably.

Published October 1. Write your printer or paper merchant today to reserve a copy for you.



UNITED STATES ENVELOPE COMPANY
14 Divisions Coast to Coast
SPRINGFIELD 2, MASSACHUSETTS

Tell it to Kimberly-Clark

An idea exchange service for
advertisers and buyers of printing

Discovers foolproof key number system

Our 10 years' experience with keyed advertisements pulling better than 60,000 inquiries has proved that there are better systems than the use of conventional keys. For example, many prospects could decipher "Dept. P.M.1041" as Popular Mechanics October 1941, and for one reason or another failed to use it. But since we started using our Post Office box number prefixed with the letters of the alphabet for 27 different magazines, more than 90% of our prospects have carefully used our keyed addresses. Apparently most folks figure that a "P.O." means you get your mail in a special way requiring the number (and in our case, this includes the all-important key).

R. S. Robinson, Advertising Manager,
Columbian Steel Tank Co., Kansas City, Mo.

Label idea increases sales

Sales letters asking for an order often produce startling results when an unusual approach, or a "gadget" is used. But the announcement of our new year-book proved there are other ways, too. Instead of making out the mailing label for each book *after* we received an order, *addressed* labels were attached to all sales letters. To place an order the recipient simply returned the label. The psychological reaction to this device proved far more effective than the usual return postcard. It was also helpful in cases where our mailing list specified companies, but not individuals. The person ordering a book added his name to the label, automatically improving our mailing list.

Gordon Fyfe, The Dartnell Corporation,
Chicago, Illinois

Haunt them—or help them?

We *haunted* them. Yes, when we at radio station WBBM reviewed our direct mail advertising of the past few years, a "sameness" was found about it characteristic of the efforts of almost every other station in the country. They—and we—haunted everyone with talk about *ourselves*. Could something different be



done? We hope the solution is our new monthly newsletter mailing. A digest of the current news from trade publications and other sources, designed as a "service" to our busy agency and advertiser friends. True, we get in a few plugs for WBBM, but at the same time, we believe we're *helping* those on our mailing list.



And although we've never been able to measure the effectiveness of any direct mail advertising, we've also never had anyone *thank* us for it—until now.

David Kimble,
Station WBBM, Chicago, Ill.

Do you have an item of interest?

Tell it to Kimberly-Clark!

All items become the property of Kimberly-Clark. For each published item, a \$50 Defense Bond will be awarded to the sender. In case of similar contributions, only the first received will be eligible for an award. Address Idea Exchange Panel, Room 992, Kimberly-Clark Corporation, Neenah, Wisconsin.



As paper is still on allocation, please help prevent the shortage from spreading further. And remember—you add crisp freshness and sparkling new sales appeal to all printing jobs—at less cost, with less waste—when they're done on fully-coated Kimberly-Clark printing papers. Use them whenever possible.

Kimberly-Clark Corporation NEENAH, WISCONSIN



Quality Machine-Coated Printing Papers

Hifect* Enamel Lithofect* Offset Enamel Trufect* Multifect*

Back to the old grind.

Vacations are over; back to the old grind of business. To the person who plans direct mail advertising campaigns it means the planning of suitable envelopes for each mailing. We can relieve you of this arduous problem by having our Art Department design an envelope around your mailing—one that will follow its theme. We can design an appealing envelope for you by a few simple tricks that we have mastered over the years. With our experience we can give you an envelope that will command greater reader interest. The success of your mailing depends on your envelope. You owe it to yourself to purchase Cupples envelopes, the envelopes that out-pull all others in returns.

S. Cupples
envelope co., inc.

Boston
Philadelphia
Washington

360 Furman Street • Brooklyn 2, New York

The Reporter of DIRECT MAIL ADVERTISING

Address all mail to
Editorial and Business Offices
53 HILTON AVE., GARDEN CITY, N. Y.
Phone GArden City 7-5508

Volume 14

Number 5

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About the cover: Joe Gangelhoff, Department of Public Services of General Mills, Inc., 400 Second Avenue South, Minneapolis 1, Minnesota supplied us with the unusual cover for our September issue. To get the meaning of the picture . . . you must read the fascinating story on page 21. This is a new vehicle for direct advertising. The employee shown in the picture is stuffing balloons with printed cards which are carried by the wind behind the Iron Curtain. It is part of the biggest printed promotional campaign of all times . . . the crusade for freedom. Read the story and you will be proud of American ingenuity.

THE ONLY MAGAZINE DEVOTED
EXCLUSIVELY TO DIRECT MAIL

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.

SHORT NOTES

DEPARTMENT

◆ **WHAT . . . NO KITCHEN SINK?** An outfit in Lafayette, Indiana is issuing a circular which offers the most amazing proposition in the direct mail field. A complete plan and all sales copy for \$5. Here is what the offer includes: "Study and Analysis of your proposition: Exclusive built-to-order selling plan: Copy for advertisement (if needed): If no ad is to be used, then advice on mailing list: Copy for strong, high-power sales letter: Copy and layout for circular: Complete letter of advice." How could anyone with the know-how do so much for so little?

◆ **STATISTICS ARE SURELY CONFUSING.** On August 10, 1951 Printers' Ink released its annual chart and description of U. S. advertising volume. The statistics are now compiled by Robert J. Coen of McCann-Erickson, Inc. For another year, the statisticians refused to accept the figures issued by the Direct Mail Advertising Association. The reasons for the refusal are rather vague. Instead of \$918-plus million for direct mail, released by the DMAA, the statisticians have figured direct mail at \$803 million. But what's \$115 million difference, between friends. Direct mail is allotted 14.1% of the national advertising volume. But "miscellaneous" (whatever that is) is credited with 18.3%. "Miscellaneous" may include some borderline direct mail or direct advertising. We can't see what the argument is all about. This reporter believes the DMAA figures lean backward to be conservative. The formula on which they are founded is sound. So why should the statisticians knock off \$115 million . . . without any statistics to back up their reduction? It doesn't make sense.

◆ **A PROPORTIONING RULER** is now available. It should eliminate many of the headaches of house magazine editors and layout people who must figure the final sizes of reduced or enlarged photographs or drawings. No more need for diagonal calculations, algebraic equations or logarithmic scales and charts. This new ruler works completely automatically. You set two indicators to the length and the width. Move one to the desired reduction. Other indicator automatically shifts to the exact meas-

urement. Same ruler also figures percentages of reduction. You can find out all about it from the Empco Manufacturing Company, 13 North Virginia Avenue, Atlantic City, New Jersey. The Empco Proportioning Rule is precision built and sells for \$17.50.

◆ **ANOTHER INTERESTING AND HELPFUL LETTERHEAD PORTFOLIO** is available from W. C. Hamilton & Sons, Miquon, Pennsylvania. The style specimens in the portfolio were designed by Harry J. Oshiver, well-known Philadelphia typographer. He was commissioned to set nine letterheads from all type. Same copy is used on all letterheads . . . but type design is different. It's a perfect job and should give many of you some usable ideas.

◆ **SPEAKING OF POETRY,** as we did several times last month . . . Ciba Pharmaceutical Company (Summit, New Jersey) have been using some catchy, illustrated, poetic postal cards. Here's most recent rhyme to doctors: An old lady, with truth to delight us. . . Said "I generally scratch where the bite is" . . . But her scratching, we mused. . . Could not be excused. . . For she seldom would itch if promptly she used . . . Pyribenzamine Cream for pruritus.

◆ **THE PRINTING INDUSTRY** of America Convention will be held at the Statler Hotel in Boston on October 24th to 27th.

◆ **THE ADVERTISING BUSINESS** is the name of a valuable 6 by 9 inch, 32-page booklet just issued by the Adcraft Club of Detroit, 2237 Book Tower, Detroit 26, Michigan. Write to Secretary Manager Harold Hastings and ask for a copy. It should be in your idea file. Was written for the Adcraft Club's Committee on Education by Albert D. Conkey, Ph. D., president of Wolfe-licking-Conkey, Inc. Booklet is being supplied to vocational counselors in the Detroit public schools and to busi-

.....BEAT THE HIGH
COST OF PRINTING!



THIS TYPE was produced on the machine above—the Coxhead DSJ Vari-Typer. It has the compactness and simplicity of your office writing machine and will give limitless typography for all photo-offset work, litho-plate, mimeographing, or any duplicating method you choose. The savings are tremendous.

Vari-Typer

Instantly Changeable Type

**ALL STYLES... ALL SIZES...
AND ALL LANGUAGES, TOO!**

Now you can produce that catalog or house magazine—or price list and instruction manual—at a fraction of your former cost—and with a quality comparable to professional type jobs. Look at *this* type job... it is only a sample of what you can do. *Savings?*—Let us show you how much—send for the complete story in pictures and samples.

THIS too... DSJ VARI-TYPING...!

RALPH C. COXHEAD CORP.
780 Frelinghuysen Avenue
Newark 5, N. J.
Please send me Vari-Typer Booklet #A17.

Name
Company
Address
City Zone State

FREE BOOKLET
 "Courtesy Pays Off."
 Write today—use business
 letterhead, please.



**They Give Your Letter a
 Second Look when it's on**

*Cotton-fiber
 Paper*

WATERMARKED

by

Fox River

*Cotton-fiber makes the finest

BUSINESS, SOCIAL, AND ADVERTISING PAPERS

He's giving your letter a second look... and that's worth money to you. For that one letter, if average, cost you more than 75¢!

Letters don't work in waste baskets. Do everything to keep them in view. Make them meet the four tests of *Money-Making Mail*, described in free booklet by Dr. Robert R. Aurner, eminent letter authority and director of our Better Letters Division.

Cotton-fiber paper "by Fox River" helps win that valuable second look—and compared to total letter outlay, the cost of this finest paper is trifling. Four grades—100%, 75%, 50%, and 25% cotton-fiber content. The more cotton-fiber, the finer the paper. Ask your printer.

FOX RIVER PAPER CORPORATION
 2029 S. Appleton St., Appleton, Wis.

Look through the paper...

see the

Fox River

NAME OF QUALITY

WATERMARKED IN EVERY SHEET



ness executives who need this sort of a guide to show to young people who think they want to get into the business of advertising. Booklet is interestingly written... and gives a fast-moving visualization of the advertising fields and the various types of job possibilities. Congratulations to all concerned!



◆ **ELECTRONIC SECRETARY:** Automatic answering machine, answers the phone when the office is closed, tells caller when the boss will return, where he can get service in case of emergency, takes messages. Easy to install, not connected with the phone, just plug it in. An extra feature: serves as portable dictating machine. (Electronic Secretary Distributors, 8114 W. National Ave. Milwaukee 4, Wisc.)



◆ **CLEVER PROMOTION IDEA** was developed by Smith Envelopes, Inc., 2460 East Grand Boulevard, Detroit 11, Michigan... to tie in with Detroit's 250th Anniversary celebration and with Smith's 31st Anniversary. This reporter received a sample of the 5 by 8 by 8 inch carton which went to all Smith's customers and prospects. Inside was an old-fashioned saucer and cup with appropriate wording baked in gold. The cup was a replica of an ancient mustache cup with protective inner shield. To make it all the more realistic, five die-cut cardboard party mustaches were inclosed in the package. Proving again... that contacts by mail have practically no limitations in format.



◆ **THE WORLD'S LARGEST SINGLE ORDER** for stop watches... 4500 of them... was placed by Westinghouse Electric Appliance Division. No American manufacturer could fill such an order in the time limit allowed, so they are being imported from Switzerland. Watches are being supplied to Westinghouse range dealers this fall to be used for the purpose of dramatizing the "Red Hot in Thirty Seconds" feature of the company's electric ranges.



◆ **SUPPLEMENTING ITEM ABOVE.** Gadgets of all kinds are being used in increasing numbers by mail advertisers. The Federated Purchaser, Inc., 66 Dey Street, New York 7, N. Y., have been mailing a series of wire type puzzles. The Your Name Cigarette Company, 125 West Hubbard Street, Chicago 10, Illinois have been furnishing many businessmen with personalized cigarette

... the cigarette and the package are imprinted with the name of the company or with a selling slogan.

Professor George Miles (trick expert), 201 East 46 Street, New York 17, N. Y., tells us he is supplying many large national advertisers with all sorts of puzzles and paper tricks... for use either by salesmen or in mailing pieces. On a recent trip to Chicago, this reporter dropped into the headquarters of one of the largest suppliers of magical tricks. You should see their 350-page catalog. If interested, write to the National Magic Company, 119 South State Street, Chicago 3, Illinois. Many businessmen, for some reason or other, seem to be interested in magic... and they are buying magic items for use in sales work to the tune of millions of dollars a year. Even the magic business itself is a fascinating business. It is conducted nearly entirely by mail. Some of these days we hope to have a complete story on the use of magic in salesmanship.



◆ **ADD TO \$1 CLUB.** R. A. Chandler of Chandler Hardware Company tells us that his company has the \$1 permit for business reply mail in Sylvania, Ohio.



◆ **FOR A REALISTIC FOLDER...** write to the Advertising Department of the Norton Company, Worcester 6, Massachusetts and try to get a copy of a four-page circular just released to 35,000 users of grinding wheels. The front page shows seven different types of grinding wheels. It was produced by the Norton abrasive printing process. It has the actual touch of a grinding wheel. Inside of folder is newsworthy too. Increased activities in defense plants have brought a greatly increased demand for know-how literature of all kinds. The Norton circular offers sixteen different booklets of know-how literature. Also offers a series of eight sound-and-color motion pictures to be used for educational training in grinding.



◆ **JEANNETTE ROBINSON**, secretary of the Mail Advertising Service Association, has set us straight about the attendance promotion campaign for the Convention which starts in Milwaukee on October 13. Gordon Morrison of Texas (whose campaign was mentioned last month) is only one of 28 regional attendance promotion chairmen. According to Jeannette, they are all doing a wonderful job. Lew Fink of Baltimore is the national chairman. The 28 regional chairmen are working with him. Starting early in June... the campaign has been going full-swing all through the

summer. Up to September 1, a total of 48 mailing pieces have been issued by the various promotion chairmen. In addition . . . a series of 6 letters have been mailed to the entire MASA list by Trayton Davis of the Milwaukee committee. With all that pep and vinegar behind the promotion . . . it is no wonder that the MASA convention in Milwaukee is a sell-out.



◆ **WHOOFS!** Just learned that the article on page 30 of August issue, headed "How's Your Direct Mail I. Q.?" (credited to a lettershop in California) should have been credited to the creator . . . Bob Stone of The National Research Bureau, 415 North Dearborn Street, Chicago 10, Illinois. We always try to give proper credits . . . but it's difficult when our source doesn't include the original source in the write-up.



◆ **WE GOTTA KICK** out of seeing a letter received by a prominent creator of unusual mailing pieces from the Post Office Department. A piece (already mailed) was declared unmailable. Everything was wrong. A self mailer. Had two die-cut windows. Only one allowed (for address). Had no return card in upper left corner. Card showing through window in too dark a shade. Clerks couldn't read addressing. Window in wrong place. Clerks couldn't make notations for returns. Card too thick (heavy) to meet with postal requirements. In other words . . . everything was wrong. Be careful of your use of window type mailing pieces. Must conform to regulations. We know of one mailer who got in dutch unwittingly with two million pieces which were unmailable.



◆ **DOES ANYONE HAVE** an extra copy of the December 1949 issue of The Reporter kicking around? If you do, send it to John Yeck, Talbott Building, Dayton 2, Ohio. He is trying to get a complete copy of all the issues of The Reporter in which his articles appeared. December 1949 is completely out of print.



◆ **THIS REPORTER** felt pretty proud last month out in French Lick, Indiana. Met Leale Shively, University of Louisville, Louisville, Kentucky. He pulled out of his pocket a July 1939 issue of The Reporter. Brought it along to the alumni secretaries convention . . . to check up and see if we had changed our speech much in the intervening years.



What's your favorite flavor?

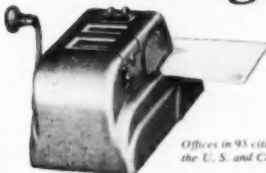
● *Of postage stamps, we mean . . . Once you've tried meter stamps, you'll never want any other kind! They're goo-less, don't need licking or sticking, don't have to be separated, counted, or kept in tin boxes! . . . Because you print them right on your mail with a postage meter.*

● The DM is the desk model postage meter for the small office or business.

It prints postage as you need it, any amount, for any kind of mail. Prints a dated postmark at the same time, and, if you like, a small ad.

● The meter holds all the postage you want to buy—protects it from loss, theft, or damage. Keeps its own records, has a moisture for envelope flaps, supplies postage for parcel post . . . Ask our nearest office, or send coupon for free illustrated booklet.

PITNEY-BOWES Postage Meter



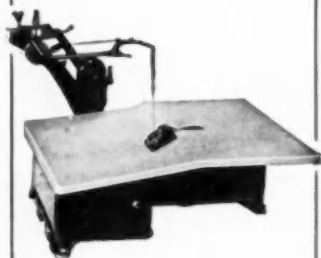
Offices in 93 cities in the U. S. and Canada



PITNEY-BOWES, Inc.
208 1/2 Pacific Street, Stamford, Conn.
Send the booklet on the DM.

Name _____
Firm _____
Address _____

**SAVE TIME
AND MONEY!
TIE BUNDLES
AND PACKAGES
THE EASY WAY
WITH THE FAMOUS
SAXMAYER
NO. 6 TYING
MACHINE!**



Latest addition to the SAXMAYER line is this highly efficient general purpose machine especially suited for tying such things as mail in direct mail departments. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost.

Whatever your tying problem there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

DEPT. A
NATIONAL
BUNDLE TYER COMPANY
Blissfield,
Michigan

◆ **A DIGEST OF COLOUR PHOTOGRAPHY** has just been published by Brigidens Limited, 160 Richmond Street West, Toronto, Ontario, Canada. A 28-page, 5 1/2 by 7 1/2 inch booklet . . . to help customers from going into mental tailspins when such words as flexichrome, ektacolor, carbonyl dye transfer, wash-off relief, transparency, etc. are mentioned. In order not to waste circulation, Advertising Manager E. H. Simington mailed letters with a reply card to a mailing list of 2500 names. Offered to send the booklet free of charge. He received 650 returns. It's a fine job.

◆ **TWO OLD FRIENDS** passed away during the past month. Both were early starters in creative and production direct mail companies which bore their names. Guy Burroughs died on Sunday, August 12, at his home in Palos Verdes, California. John M. Low died on August 13, in Chicago, Ill. Both from heart attacks. Both were a real credit to the direct mail industry, and they will be missed.

◆ **A CANADIAN DIRECT MAIL LEADERS CONTEST** is again being sponsored for the eighth successive year by Provincial Paper Limited, 388 University Avenue, Toronto 2, Ontario, Canada. The contest is exclusively Canadian. It is confined to direct mail advertising materials sponsored, designed and produced in Canada between September 1, 1950 and August 31, 1951. Closing date for entries is October 1. Twenty-five campaigns will be selected by the judges. For complete details write to: Lee Trenholm of Provincial Paper.

◆ **THE TREASURY'S DEPARTMENT** Direct Mail Committee, headed by Earle Buckley of Philadelphia, is again at work. Members of the nine-man committee have been writing letters to cover all of the phases of the new bond selling drive. Portfolios containing all of the letters will be distributed to Treasury District Offices during September.

◆ **THOSE READING-EASE CALCULATORS** we mentioned several months ago are manufactured and sold by Science Research Associates, now located at their new address—57 West Grand Avenue, Chicago 10, Illinois. Ira S. Glick, information director, wants us to "get him off the hook" by explaining the details. The celluloid, wheel-type calculators were developed by General Motors. They are priced at \$2

each (\$1.50 each in quantities of 3 or more). The Rudolf Flesch booklet, "How to Read Better," costs 40c each (3 for \$1). They can be purchased separately, or the two can be purchased for \$2.

◆ **FIVE NEW DIRECTORS** for the Direct Mail Advertising Association will be elected at the Milwaukee Convention on October 17. The nominating committee, composed of Leonard Raymond, George McKiernan and Dale Wylie, have presented the following slate to fill three-year terms: Walter J. Berkowitz, Secretary-Treasurer, Tension Envelope Corp., 19th and Campbell Streets, Kansas City 8, Missouri; W. Bayard McCoy, Sales Manager Stecher-Traung Lithograph Corp., 274 North Goodman Street, Rochester 7, New York; Charles S. Downs, Vice President, Advertising and Public Relations, Abbott Laboratories, North Chicago, Illinois; Frank Gerhart, Advertising Manager, American Type Founders, 200 Elmora Avenue, Elizabeth, New Jersey; Viola Noble, Advertising Director, Clarke's, 317 South Main, Tulsa 3, Oklahoma.

◆ **DIRECTVERTISING** has been suggested as a substitute for Direct Mail Advertising by J. J. Sandler of Spir-It, Inc., Malden 48, Massachusetts. It would save two syllables and six letters. But such terminology might meet with objection. Some people think we should drop the word "advertising" because all direct mail is not always advertising. Others think we should drop the word "mail" because a lot of printed selective promotion is delivered by means other than the mail. The argument goes on and on.

◆ **RABBIT HABIT REPORT.** As a result of the Rabbit Habit story in the August issue . . . we have been getting a few reports on how others have used the rabbit habit idea. Jane Sands of the Commonwealth Secretarial Service, 1105 Commonwealth Avenue, Boston 15, Massachusetts, tells us that she encloses a multigraphed postal card in every packaged order. The postal card thanks the customer for the job . . . and asks for the name of a friend or business associate who may be interested in such services. Many of the cards have been returned. Jane has followed through. Many have resulted in new customers and new orders.

Miss Jay Dennis of the Seamen's Church Institute of New York, 25 South Street, New York 4, N. Y. . . . reports on their rabbit habit form. Printed on the back of all contribution blanks is this message: "With the understanding

that my name will not be used unless authorized). I suggest the following as possible contributors." Then a space for three names and addresses. According to Miss Dennis, this form has helped Seamen's Church Institute to build a very productive list. It is called "NTC" (new-thru-contributors). The material sent to this list "outpulls" in percentage of average contribution any list that has ever been bought, rented or otherwise compiled. So the rabbit habit actually works.



◆ **ROBOTYPER CORPORATION**, manufacturers of automatic typewriters, recently moved to new headquarters at 125 Allen Street, Hendersonville, North Carolina. President Bob Moore staged an "open house" party on July 20. More than 1200 visitors attended, including some from Canada, New England, Alabama and Florida. Moves to "the country" are becoming increasingly popular.



◆ **ALSO MOVING** but not to the country . . . our old friends at Addressing Machine & Equipment Company. Tom Darling has announced the company has purchased a building at 326 Broadway, New York 7, N. Y., where they will have a permanent display of all types of office, duplicating and mailing room equipment.



◆ **FLORIDA HAS A NEW MAGAZINE** . . . and it looks good. This reporter has been suggesting such a thing for many years. The name is "Florida Speaks." Publisher: Louis J. Boeri. Editorial offices: 852 Seventh Avenue North, St. Petersburg, Florida. Will be published four times a year. If the editors maintain present excellence and coverage . . . Circulation Manager Verna M. Shaub should have fine results with her direct mail.



◆ **AN EYE-WINNING TECHNIQUE** is used by the editor of "General Topics" . . . the monthly, two-page, 8½ by 11 inch house magazine of the General Paper Corporation, 1415 Brighton Place, Pittsburgh 12, Pennsylvania. It's a bulletin of information and comment about paper, advertising and printing. It's an offset job from justified typewriter composition and it's jammed with copy. Each issue contains just one short item or article of general interest in the printing or advertising business. Occupies about three-quarters of one column in the two-column page. The rest of the issue is devoted to personalities in the advertising and printing business

YOUR GOOD FORTUNE...

**INCREASED READERSHIP
THROUGH
PERFECT OFFSET RESULTS**

with REMINGTON RAND PLASTIPLATES

Here's a prediction you can bank on . . . Remington Rand Direct Image and Photographic Plastiplates will give you direct mail pieces with brilliance and life . . . sales messages that just "beg" to be read . . . and all at important savings to you!

Plastiplates no-grain plastic surface makes them the nearest thing to stone lithography for direct mail use. On each one of your printed pieces, Plastiplates assure faithful reproduction of every detail, capturing the whole of a line image . . . all the dots in a halftone.

Your printer, too, will appreciate Plastiplates, because they are so simple to process, self-cleaning and easily filed for excellent re-runs!

Make the PLASTIPLATE Press Test...Today!

To convince yourself of Plastiplates' superiority, make a **FREE TRIAL**. We will furnish you or your printer with 3 **FREE PLASTIPLATES** so you can compare results. Write, or use the coupon.

Folders describing
PLASTIPLATES
and PLASTIPHOTER
... yours for
the asking.

Remington Rand

Remington Rand Business Machines and Supplies Division
Room 2235, 315 Fourth Avenue, New York 10, New York

Please send me ☐ 3 free Plastiplates ☐ Direct Image ☐ Photographic
☐ Plastiplate folder (DS 62) ☐ Plastiphoter folder (DS 72)

My duplicator is a _____ Model No. _____
I use a _____ typewriter with a ☐ Fabric ☐ Carbon Paper Ribbon

Name _____ Company _____

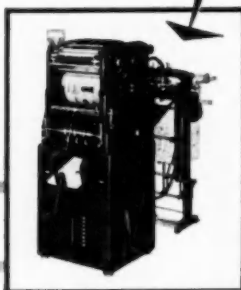
Address _____

City _____ Zone _____ State _____

IF YOU USE PRINTING and DUPLICATING CHANCES ARE YOU CAN CUT COSTS WITH A—Davidson Dual

You can save plenty...avoid costly delays...have what you want when you want it. Your Davidson Dual will print your letterheads, envelopes, order blanks, office forms, advertising literature...quality work...black and white or multi-color. Prints both offset and letterpress. And...it will handle all your office duplicating, too, using low cost paper masters. Let us show you how the Davidson can pay for itself through direct savings. Write for literature.

Hundreds of printers who operate Davidson Duals can give you this fast, economical service, too.



DAVIDSON CORPORATION
A SUBSIDIARY OF MERTENHAUER LINOTYPE COMPANY
1444 4th West Adams Street, Chicago 7, Illinois



Specialists in

ENVELOPES

and

Outstanding Service

- AIR MAIL
- CATALOG
- MERCHANDISE
- POSTAGE SAVER
- OFFICE SYSTEMS
- PACKING LIST
- EVERY OTHER STYLE
- COIN



THE HOUSE OF ENVELOPES . . . AND ENVELOPE IDEAS!



If you'd like to receive our brisk little publication "THE POSTMARK," you have only to request it. Please use the coupon below.

**GARDEN CITY
ENVELOPE Co.**

3001 N. ROCKWELL ST.
CHICAGO 18, ILLINOIS
Phone COmelia 7-3400

Garden City Envelope Co., 3001 N. Rockwell, Chicago 18, Ill.

☐ Please put my name on "THE POSTMARK" mailing list

My Name _____

Company _____

Address _____



around Pittsburgh. We counted the items in the August 1951 issue. There were 41 separate items, but many of them included the names of more than one person or firm. A wonderful way to get people to read a house magazine. Include their own name.



◆ **THE SAME PERSONALITY TECHNIQUE** is used by Corydon M. Johnson Company, Inc., Bethpage, Long Island. The monthly report (four pages) is filled with short breezy items about advertising doings throughout Long Island. Plenty of personal mentions. The star feature each month . . . reproduces portraits of nine personalities in the news, with short biographies about them. A tie-up with a photographer in Garden City gives all those mentioned a new photograph. It's good promotion.



◆ **A TELEVISION SCRIPT** was used as the unique format for a direct mailing to one million motorists from coast to coast by the Tire Division of B. F. Goodrich Company. Accompanying letter was signed by Conrad Nagel of the Goodrich Celebrity Time program. Also accompanying the script was a sheet giving definitions for some of the most un-understandable terms used in the television business. The script was prepared by Batten, Barton, Durstine & Osborn. The idea was developed and the mailing was handled by The Reuben H. Donnelley Corporation. Said Advertising Manager Glenn E. Martin: "I doubt that many mailing pieces have ever been so thoroughly read by so many people."



◆ **SPEAKING OF RULERS** . . . George Boesch of the Von Hoffmann Press, Inc., 105 South 9th Street, St. Louis 2, Missouri dreamed-up a tricky summertime mailing. Came in a peculiar size envelope, measuring 8½ by 2½ inches. Inside was a folder with: "Greetings from one liar to another fisherman." Enclosed was a ruler printed on rubber "An Honest Fish Rule" . . . guaranteed to measure any fish to any champion length you wish." Clever copy on back of ruler fished for business.



◆ **KARL KOERPER** recently visited New York and he and this reporter had a grand reunion. Karl was once upon a time a vice president of the Direct Mail Advertising Association . . . when he was a star salesman for direct mail printing and when we were all crusading boisterously for the proper recognition of direct mail. But he left the

direct mail ranks and went into radio . . . becoming general manager of Station KMBC in Kansas City. He has just resigned that post (held since 1938) to become vice president of the Kansas City Power & Light Company. He will have complete charge of all sales, advertising, publicity and commercial departments. Karl wanted us to say "Hello" to all his direct mail friends. He has never forgotten the steps of the ladder on which he climbed to success.



◆ **DRAMATIC COORDINATION** of direct mail and trade paper advertising was accomplished by the American Stove Company, 1641 South Kingshighway, St. Louis 10, Missouri. They ran a 28-page, 2-color supplement insert in "Gas Appliance Merchandising" (a Moore publication). It is claimed to be the biggest gas range advertisement ever published by a single manufacturer. 18,000 copies were included in the regular August issue of the magazine, and therefore reached all subscribers. 20,000 copies were distributed by mail to dealers and sales personnel, with thousands of extra copies going to gas utility and association executives. Campaign was handled by Krupnick & Associates, advertising agency in St. Louis. A smashing and impressive job.



◆ **THOUSANDS OF TV OWNERS** in the Pittsburgh area recently had presses rolling in their living rooms for the first time in their lives. The William G. Johnston Company, Pittsburgh printers, joined in a "Pitt Parade" program over WDTV. The public was given a chance to see how a printing plant operated. Good public relations. Incidentally, the William G. Johnston Company is headed by Robert H. Caffee, who this year is president of the Printing Industry of America.



◆ **THE ADVERTISING FEDERATION OF AMERICA** (330 West 42 Street, New York 18, N. Y.) has just released an 8½ by 11 inch, 32-page report, "Highlights of the 47th Annual Convention," held in the Chase Hotel in St. Louis, June 10-13, 1951. Copies can be obtained from the AFA for 50c . . . as long as the limited supply lasts.



◆ **BART HYDORN**, advertising director of "Fortune," 9 Rockefeller Plaza, New York 20, N. Y., deserves some sort of pat on the back for the way he tied in with the recent convention of the National Industrial Advertisers Associ-

(Continued on page 34)



how to select the best

Letterhead

for your business needs

You probably make more important contacts per day by letter than you do in person. This common fact spot-lights the importance of your business stationery—it is the *background of business impression* for your message.

To help you select or design the *best* letterhead for your business needs, Neenah has developed an original service which is free to executives. The basic principles of good letterhead design are described and illustrated in a portfolio . . .

The Psychology of Business Impression

A Test Kit of 24 letterhead treatments is included. The letterhead preferences of business and professional men are reported and tabulated on Opinion Cards to guide all participants in the test. To secure a copy of this portfolio and the Letterhead Test Kit, ask your printer, engraver, or paper merchant. If you prefer, write on your business stationery direct to us.



The New NEENAH LEDGER PATTERN KIT



. . . a portfolio containing useful data for designing special forms: ruling guide, punching and perforating guide, ledger selection chart, color control ideas, and other valuable service data. Ask for a free copy.

NEENAH PAPER COMPANY
NEENAH, WISCONSIN

Beneath Dull Jackets an Undiscovered Fortune



It was the year 1867. John O'Reilly, a South African trader, stopped to spend the night at the isolated home of Van Niekerk, a Boer farmer.

As he watched his host's children at play he was attracted by their makeshift toys . . . a handful of "pretty" pebbles picked up from the nearby river.

The children gladly offered the trader one of the pebbles . . . which looked little different than the thousands of other stones which littered the river bed.

In Capetown O'Reilly's suspicions were confirmed. The "pebble", which had gone unnoticed until then was a 22½ carat diamond. Its discovery was to change the history of South Africa . . . and of the world!

How many valuable catalogs and mailing pieces lie . . . like these diamonds-in-the-rough . . . undiscovered . . . because they are enclosed in "dull jackets". A wealth of time, talent and money poured into an expensive mailing . . . then *wasted* to save a few pennies on the envelope.

Bring your catalogs to life . . . give them sparkle. Make them say: "Here is something *valuable*! Here is something to be opened!"

Chances are your mailings *will* be discovered . . . when you send them in a Tension envelope. Tension knows how to put sparkle in an envelope. How to make it measure up to the contents . . . get past "front gates" and invite readership!



for every business use

TENSION ENVELOPE CORP.

FACTORIES: 522 Fifth Ave., New York 18, N. Y. • 3001 Southwest Ave., St. Louis 10, Mo. • 123 So. 2nd, Minneapolis 1, Minn. • 1912 Grand Ave., Des Moines 14, Iowa • 19th & Campbell Sts., Kansas City 8, Mo.

Over 100 Representatives Selling Direct to User

HOW TO MAKE ENVELOPES "SELL"

Time after time tests prove that "dressing up" the envelope miraculously increases results. For instance:

MAGAZINE UPS RETURNS ALMOST ½



Testing a "blind" corner card against an illustrated envelope, (see above) a well-known magazine discovered:

The Illustrated Envelope Pulled 31.4% MORE Orders!

NURSERY ENVELOPE PAYS FOR ITSELF



A well-known mail order nursery printed a special offer on its envelope. This offer was not repeated in the catalog. Profits from sales of this offer more than paid the total cost of envelopes.

**THIS COUPON WILL BRING
YOU MORE INFORMATION**

MAIL IT NOW!

Tension Envelope Corporation
(Factory Nearest You) Dept. H 1

Send me my free copy of **ENVELOPE ECONOMIES**...Tension's periodic publication of suggestions and ideas for making mail more effective.

Name

Firm

Address

City.....Zone.....State.....

Even a flood can't drown "the Kansas City Spirit" . . . it's getting the job done!

COME ON IN . . . THE WATER'S FINE

by Horace Blitz

Atlantic City, N. J., as everyone knows, is the nation's leading seashore resort. Its principal industry is the housing, feeding, entertaining and satisfying the thirst of 15,000,000 visitors which the Chamber of Commerce says come here each year to walk on the Boardwalk, eat salt water taffy, write picture post cards home to say: "Having a wonderful time." Each year in September, Atlantic City makes the headlines when it crowns a new Miss America in its annual Beauty Pageant.

What, you justifiably explode, has all this Chamber of Commerce ballyhoo to do with the fascinating subject of Direct Mail?

Simply this. It's another graphic illustration of the fact that no matter where you are located, in Oshkosh or Atlantic City; given an average brain, a bit of imagination, a sprinkling of initiative and perhaps an incident—you too can turn to Direct Mail as a force that will keep bread and butter on the table, gravy too with filet mignons or some of our famous Hackney "purified" lobster.

Legend has it that John Barrymore was caught in the San Francisco earthquake, was put to work by the National Guard to join volunteers with shovels to clean up the debris after that catastrophe. Legend also has it that one of the Barrymore clan, commenting on the incident, wrote: "It took an act of God and the U. S. Army to put John to work!"

It took a Japanese sneak attack at Pearl Harbor and the U. S. Army to force our own organization, Atlantic Advertising, into Direct Mail on a national scale!

Visualize, if you will, the average small town organization. Atlantic City boasts a permanent population of 60,000. Run of the mill printing jobs, multigraphing, mimeographing and a puttering about in direct mail on a national scale, but confined to a single industry. Include an art and copy department and you are one step removed from the usual production shop, depending almost entirely for local bus-

iness from hotels. The hotel business is Atlantic City's principal industry.

Far from an interesting set-up, but always the secret ambition that like the ocean that is just down the street from our front door, there is a whole sea of business to be obtained from the pine woods of Maine, down to the Florida keys—and right across the "wide open spaces" clear to sunny California.

But it took the Army Air Force to prove that we were right. Almost overnight, during the early frantic days of World War II, Atlantic City changed from a resort town to a training center for the Air Force. One day, we obtained our share of the hotel business, the next day we found armed MP's guarding the front entrances of our palatial hotels.

A quick office conference came up with the sudden conclusion that unless we were to be satisfied with printing business cards for Lieutenants, there just wasn't going to be much direct mail business in our town. And we were so right.

Like the excursionist who comes down for the day, we had gotten our feet wet in the ocean of Direct Mail on a national scale, and found the ex-

perience interesting. But up to the time the boys of the Army Air Force started singing "Here they come, out of the wild blue yonder" as they marched down our Boardwalk, Direct Mail had always been a hit or miss proposition that you worked on when presses weren't jammed up and you had to find something to keep the girls in the mailing room from filing off their fingernails!

Direct mail, on many occasions, proves nothing better than an "excuse" to "get something out" because things are a little slow. If that's how you feel about Direct Mail, we learned that a better way to get rid of your dollars is to come down to Atlantic City—throw the good green stuff right off the end of our world-famous Steel Pier.

For some unknown reason, Direct Mail is too often treated like a step-child. Clothed in "hand-me-downs" it goes out into the world the hard way, without proper love or affection or parental guidance. There is too little preparation, not enough research; even if you decide that cherry red envelopes make for a better return than white; or that Saturday is a bad day to receive Direct Mail.



Horace Blitz

REPORTER'S NOTE: Some of you may remember the story in March 1950 Reporter about "Three Men on a Horse." Now they built a national business from a small letter-shop operation in Atlantic City. We finally induced one of the three to give you some of his ideas about direct mail. So here is Horace Blitz, who in real life doesn't look nearly as sober and serious as his picture. His partners, Jim Dooley and Cliff Lee won't let him. Horace's English teacher at Atlantic City High School suggested he try out for the editorship of the school magazine. He did with the result that it landed him in journalism for a while; then schooling at Dickinson in Carlisle, Pa. He is Secretary-Treasurer of Atlantic Advertising, Inc., 24 South North Carolina Ave., Atlantic City, New Jersey . . . in charge of direct mail planning and copy, which have won half a dozen national awards for his firm. Enjoys fishing, a charming wife and a boy and girl, 11 and 12. Spare time activities include newspaper columning in Atlantic City.

No. 7 of a series of people **YOU** have on Your Mailing List.

**THIS IS
MAIL-
ROOM
MIKE**



With him, it's "who cares?" when reply cards are mixed, mislaid or misdirected. But he can't mix or mislay a REPLY-O card... it's always with the letter! Be safe! Use REPLY-O LETTER. It carries your (already filled-in) reply card in an exclusive slip-out pocket—needs no pencil, pen or fill-in.

Whether your mailings are to individuals or organizations, your returns will be better with REPLY-O LETTER. Example:

"When final results were compiled, Reply-O Letter did 26% better... it is our intention to use Reply-O Letter considerably in the future."

The National Research Bureau, Inc.

Send for sample letters and free copy of "IT WAS ANSWERS HE WANTED."

**USE THE
REPLY-O
LETTER**



Write to
the **REPLY-O**
PRODUCTS COMPANY

150 WEST 22nd ST., NEW YORK 11

Sales Offices

BOSTON — CHICAGO — CLEVELAND
DETROIT — TORONTO

Too many of us in Direct Mail, know all about press runs, four color process plates, paper, ink, half tones, Ben Day, impressions per hour and the fastest and most economical way to stick letters into envelopes.

Too many of us, in Direct Mail, give about 60 seconds to copy, an order to "whip something up"—then proceed to forget all about the rules. Too often, research consists of showing finished art and copy to an attractive secretary who waxes enthusiastic and says: "Oh, that's awfully nice." Sometimes you go a step farther and show it to a pressman who is thinking about what he ought to play in the fourth at Rockingham; consider that "research," and proceed to bat it out.

The aforementioned procedure, to my mind, is the worst enemy of Direct Mail. Either we are too lazy, too indifferent or just too darn dumb to give as much thought to planning for ourselves in a Direct Mail campaign, as we do to an idea we are asked to "dream up" for a good paying account.

Like the lawyer who has a fool for a client when he acts as his own attorney, we who are engaged in Direct Mail for ourselves often might be classified in the same category. Perhaps the answer is because we have no fear that we are going to be "bawled out" if a campaign flops. Maybe that explains a lack of inertia on our own self-promotion.

It is really surprising how quick you can forget all the fundamental rules on Direct Mail, once you become engrossed in the maze of production. It is really a wonder that there has not been a campaign to sell refrigerators to igloo dwellers.

But we have wandered off the straight and narrow path while dishing out this "off the chest" treatise. What we intended to say at the outset of the article was that if you possess the tools of Direct Mail: presses, duplicating equipment, typewriters and such; perhaps an art and copy department and a real desire to succeed, there is not a reason in the world why you have to wait for the U. S. Army or an act of God to put you to work and get into DM on a national scale. Whether it's ships, shoes or sealing wax, mousetraps or your Aunt Martha's orange peel candy—with the proper approach, the right slant, the correct formula; you too can take a crack at the national market, regardless of whether your mailing address is Mobile or Milwaukee.

It takes nothing more than a single idea, an item, a thing, a service; and a sensible, logical approach, plenty of

study, tests, a few misses, a friendly bank—and you're off in a fascinating sea of adventure which reaches an interesting climax when your letter openers strike checks!

If there is any single rule we could advocate to those who would want to jump in the ocean of DM for themselves, it would be this: "Brother, you've got yourself the most important account in the world. IT'S YOU!" And to emphasize this axiom, you might include mirrors on the desks of all your top executives and associates with the slogan: "OUR MOST IMPORTANT CUSTOMER."

The greatest contributor to ulcers in the history of medicine was a man by the name of Alexander Graham Bell. In your own experience, if you operate your own plant dealing with the public, there must have been at least one instance when the phone rang: "When in the blazes am I going to get that job. It was promised yesterday and it's pretty darn important."

There is the inevitable conference with the foreman, the plea to "speed things up" and the first thing you know, your own mailing planned for the Spring gets out in time for the Fourth of July.

If you are getting into DM for yourself, it might not be a bad idea to call yourself up on the phone once in a while and get tough. Sounds crazy, but it's really not a bad idea. We know of one job that is collecting dust because it was scheduled to go out in the Spring, has "Spring" in the copy and now it is going to have to wait until next Spring before it hits the mail.

Of course, if you have to depend on Joe Doak's job to meet the payroll, that's an ulcer of a different color. Play safe when planning your own Direct Mail and if there is any doubt as to when you can get around to it—keep seasonal copy out!

To those of you who are afraid to plunge into the direct mail ocean, I refer you to the top drawer of my own desk. It contains the usual amazing collection of pencils, razor blades, lighters that won't work, foreign stamps for a daughter philatelist. Also a message from a New York engraver who went to particular trouble to advise that George Washington was a meticulous penman; that he would have welcomed the help of a good lettercrafts shop and that if George were around today, he would probably order a facsimile signature for the multigraph from this concern.

Up to the time this piece of direct mail hit my desk from these folks in

New York, we always ordered signature cuts from Chicago which is quite a distance from Atlantic City. Now New York is only 120 miles away and Philadelphia is but 60 miles, but no one in Philadelphia has ever suggested that we purchase signature cuts from them. They probably make them in Philadelphia, but we are too lazy to look the information and address up in the phone book.

We were attracted by that little piece of Direct Mail about George Washington—still keep the card in our top drawer for handy address reference each time a signature cut is to be ordered. That is one piece of Direct Mail I'm sure has paid off. And though we have been buying signature cuts from Chicago for quite a few years, we've never had one quiz as to why we have stopped. There's lots of room for Direct Mail.

Just a short distance down the street from our offices here in Atlantic City is the Atlantic Ocean. It's a big ocean. There's an ocean of possibilities for those with the energy, the desire and the brains to get into Direct Mail on their own. It's a big ocean. Come on in—the water's fine!

PULLS IN THE DOUGH

This reporter is informed that the letter quoted below is one of the most successful ever used by the Boy Scouts of Greater New York . . . judging by dollar returns. It was written by Charles M. Onette of the Finance Department. It does a selling job in a breezy way that really sells Scouting and pulls in the dough. Letter was multigraphed on Scout stationery and filled in.

Dear Mr. (fill-in):

Look into the eyes of any group of Boy Scouts? Handsome lads . . . well groomed, smartly uniformed and confidently posed.

Scouting attracts all boys regardless of race or religion and provides a program of character building, athletics, leadership training, insistence on his loyalty to his religion and a strong program of patriotism. This is Scouting, the greatest youth movement in the world.

Yes, Scouting is publicly supported. Free people know Scouting, enthusiastically favor its program and contribute to its support.

You have supported Scouting liberally in past years and I know you will want to help again. Please make your check to George D. Woods, Treasurer, and mail it in the enclosed envelope as your share to the 1951—\$2,000,000 campaign.

Thanks for your generosity—may you have a good season.

Sincerely,

(Signed by various committee chairmen)



I'm Jane Doe. There are about 40,000,000 of us in this country, and WE buy nearly 70% of all the goods and services sold each year. We're always interested in a good selling story WHEN IT'S TOLD TO US IN A FRIENDLY, DIRECT WAY.

DIRECT selling is the surest, fastest way to sell anything to anybody. The surest, fastest, and least expensive way to go **DIRECT** to **YOUR** prospects, is by Ponton's outstanding **GUIDE TO BUYERS** services . . .



PROSPECT LISTS—INDIVIDUALLY COMPILED.

You can't buy a stock, shelf-stale list from us. Every Ponton list is compiled for you exactly as you want it.



UP-TO-THE-MINUTE. The best and very latest sources are used in compiling each list, and these sources are kept revised right up-to-the-minute.



VERSATILITY UNEQUALLED. You can obtain Ponton lists on cards, labels, sheets, stencils, on your own mailing matter, or in any other form and in any breakdown desired.



TOP SPEED AND ACCURACY. You are guaranteed the utmost speed of service and deliverability of your mail—by the house with 64 years of list leadership.



UNLIMITED RESOURCES. 24,000 Classifications readily available. Any special lists promptly and efficiently compiled for you. Latin American lists a specialty!

COMPLETE MAILING and ADDRESSING FACILITIES

EST. 1885. AGENTS IN ALL THE PRINCIPAL CITIES

Sales

W. S. PONTON, Inc.
50 East 42nd Street
New York 17, N. Y.

Production

W. S. PONTON of N. J., Inc.
Englewood, New Jersey

AT THE HEAD OF THE LISTS

WHY NOT PUBLISH A HOUSE MAGAZINE?

by Joseph A. Barnes,

Advertising Manager, Perkins Glue Company
Editor, "The Perkins Glue Line"

Mr. Hillary G. Bailey, editor of Coke's (it's a trademark!) famous "The Red Barrel" house magazine, raises the question "Why Publish A House Magazine?" in the July, 1951 issue of THE REPORTER OF DIRECT MAIL ADVERTISING.

Mr. Bailey's position in the field of house organ publishing is even more marked in contrast to my lack of position in the same field. Which is why his question amazes me. I almost suspected a REPORTER error—thinking that Mr. Bailey meant "Why Not Publish A House Magazine?"

Let us admit that there are some strictly lousy house organs. Let's also admit that there are some lousy ball clubs in the big leagues, some lousy politicians in Washington, and so forth as you examine the lack of perfection in human endeavor. Inferior house organs do a company no more good than inferior production, accounting or what have you. It is a moot question whether they do more or less harm.

We should, in evaluating house publications' value to business, consider only those which are well produced. I shudder to think of evaluating democracy by examining some of its products. Why then evaluate house organs by examining those consisting of a few pages of reprinted jokes, boring filler, and backed up by a reprint of the company's current advertisement?

Well produced house organs need no defense. They are easy to sell to management for they virtually sell themselves. A good house organ (direct mail external type) is designed to directly and indirectly sell its publisher's products. If it doesn't do so, it just isn't a good house organ.

As advertising manager for Perkins Glue Company I am exposed to quite a few externals and I certainly wouldn't attempt to place them all under one classification as to worth. They range

from excellence to smell-ence. Many couldn't be justified by a master debater. The balance don't need justification—their value shows clearly. The same could apply to most anything from a forest to manpower!

What constitutes a good house organ? Here's one man's opinion. First, I'd like to clarify my position by establishing the fact that I consider an external house organ to be nothing more or less than a piece of direct mail advertising. Like any other d.m. piece, it has to do a selling job. Defense of Capitalism, Betterment of The Mind, and similar aims I'll leave to others. I'm working on an advertising budget!

First, the use of canned filler should be studiously avoided. If you can't get enough original material to fill your pages, for golly's sake use your head and use less pages! Quantity means nothing in h.o. pages. Too many so-called house organs are stuffed with philosophical trash, joke reprints, non-pertinent statistics and the like. I can think of a publication name that would fit all of them—"Who Cares?"

Presumably, your house organ goes to customers and prospects for your product or service. Why wonder what

material to use? Tell the reader about your company and its doings. Such material can be interesting and informative if you blue-pencil propaganda or at least dress it up with interesting facts. Tell the reader about your product or service. He's a user or prospective user so why shouldn't he be interested in how it is made, how it differs from others, who uses it and how, what's new about it and so on.

If the use of your product is important, as it is in our business, your house organ is a natural to ease the load on your service department. Practical, "how-to-do-it-right" articles will help get the user on the right track and cut down those letters and calls that say "our gizmo is falling apart because your whastit isn't working right" when the truth is they are trying to use your whastit their way instead of the right way!

Sound too much like a technical bulletin or an ordinary piece of literature? Not so if you dress it up right and add a dash of humor or human interest to spice it. How about, for example, an editor's column where the editor—speaking for his company—waxes friendly with the reader? How about a cartoon specially designed to fit in with the publisher's (or customer's) business?

When you've got the right editorial content, spend the same amount of time and effort to produce the finished package. Use quality paper, better printing, photography, and engraving. Avoid trying to pinch pennies on a job that can bring in thousands of dollars return. Remember constantly that appearance—not content—is what hits your prospective reader first and must gain his interest.

The mailing list? Use your customer and prospect list first. If your h.o. is a good job you'll soon be snowed under with requests for it month after month.



REPORTER'S NOTE: We've been expecting some sort of an outburst from professional house magazine editors . . . as a result of Hillary Bailey's article. But so far . . . quiet from that front. But along comes Joe Barnes with an answer. Joe joined Perkins Glue Company, Lansdale, Pa. in March 1945. He formerly free-lanced direct mail advertising. Officer U. S. Army during World War II. Graduate Villanova College (B.S. in Economics and Wharton School, U. of Pennsylvania M. B. A. in Marketing). Is a member of DMAA and NIAA. Accompanying his article were these comments: "Maybe I have dollar signs in my editorial eyes, but I just can't have time for vague prestige-building when there's a buck to be made selling glue, shoelaces, magazines or what-have-you. In my mercenary opinion direct mail advertising either SELLS or SMELLS. You pays your money and takes your choice!" You'll enjoy his breezy article . . . we hope.



The external house magazine of the Perkins Glue Company, Lansdale, Pa.

Getting back to Mr. Bailey's question, "Why Publish A House Magazine?" The answer here at Perkins Glue Company is that our publication, "The Glue Line," costs less each month than a single page in one of the trade journals we use. The "cost" I refer to includes everything from copy paper to postage! The return? It is very tangible and is far in excess of the return from all the space advertising we do. I state this with all due respect for space advertising which we continue to use because it does a good job. But it just doesn't begin to compare with the direct impact of our house organ.

What is the "Glue Line"? It is a four to eight page 8 1/2 x 11 two-color job issued monthly (when the editor stays on the beam, which isn't always the case!) to a mailing list of about nine thousand at present. Small in comparison to "The Red Barrel"? Yes, it is, but then Perkins Glue Company isn't quite as large as Coca Cola either! "The Glue Line" could be made bigger, but we don't believe that size is the important criterion. Big enough to fit the job asked of it is the suggested size for any publication.

One word of final unsolicited advice to those of you who contemplate a house magazine. Don't try to compete with general interest newsstand magazines in content. Your reader can do better by spending anywhere from a dime to half-a-buck—and he will!

To show confidence in customers' honesty, Atlanta's First Nat'l. Bank put \$100 in small change in bowl in convenient place in lobby with sign: "Need change? Make Your Own Here." Bank has lost no money and has even made a little from people contributing to bowl, thinking it for some charity.

"In Transit" h.m. of Atlanta Envelope Company Atlanta, 1, Georgia

Having 'Direct Mail Drag'?

Use Auto-typist Letters
For Greater Results

Auto-typed Letters Outpull
Ordinary Form Letters 5 to 1!



Nothing "pulls" like an individually typed letter . . . and tests show that Auto-typed letters increase direct mail response as much as 500%. You can cut your inquiry cost in half. Simple, too. Take this Standard Model 5020. It operates any manual or electric typewriter at championship speed, completely controlled by push buttons except for personalizing fill-ins. For every mailing, use Auto-typist . . . it means business!

FREE

This fact-packed "case history" booklet shows how Auto-typist can help you with direct mail and other correspondence operations. Mail coupon today!



Auto-typist

In addition to the Model 5020 above, there are other models and styles of Auto-typist . . . priced to fit the budgetary limits of every office. And they're backed by more than 50 years of experience in building pneumatic equipment.



Model 5100, Space Saver. Compact construction, minimum space needed. Electric typewriter operation exclusively.



Model 5040, Dual Selector. Push button operation of 100 or more paragraphs. Fully automatic when desired.



Model 5030, Single Selector. Push button operation of 5 to 20 complete letters; automatic, full pre-selection.

AMERICAN AUTOMATIC TYPEWRITER COMPANY

Dept. 29 614 North Carpenter Street, Chicago 22, Illinois

Please send me your free booklet "How To Use the Auto-typist," and descriptive literature.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

HOW HIGH IS YOUR LETTER - PRESSURE?

by Larry Brettner,

Circulation Promotion Manager, American Aviation

Have you had your blood-pressure taken lately? Remember how the Doc winds that gadget around your arm, squeezes a bulb, looks at a dial and pronounces: "Okay, it's 125!" (Or 100 points plus whatever your age may be). You're normal. But if you were told that you were running 15 to 20 or even 50 points over normal, you'd take all the medicine and advice immediately . . . or else—

It's good common sense to check your blood pressure. What about your direct mail sales methods . . . particularly your letter/circular copy? Are your approaches any different than your own blood pressure? An analysis of some 300 different mailings, including pieces from trade papers, mass magazine publishers, book publishers, business services, insurance companies, fund raisers and tangible products-by-mail . . . shows the letter-pressure point is going to burst many a direct mail business artery.

Two-hundred-and-fifty of these letters suffered from high letter-pressure; 25 letters were nearly normal and 25 were low-pressure. A quick, and confidential phone, mail survey of the last 25 letters obtained admissions of success when tested against high pressure tactics. Twenty five out of 300! No wonder the direct mail buying public is wiser than we think. All the phony leads, gimmicks, gadgets, insincerities make for the deadly two-foot drop . . . into the basket. Here are a few actual letter-pressure quotes, with the company names omitted.

"NEVER BEFORE AND PERHAPS NEVER AGAIN . . . can we make this special amazing offer to you! Just fill out and return the enclosed Reservation Card NOW . . . issued in YOUR NAME and RESTRICTED TO YOUR PERSONAL USE . . . and you will get a FREE COPY OF— (Trade paper).

"PRICE SLASHED IN HALF! Have fun and save money making

over your home. Half a million delighted customers make this miracle saving possible. Amazing book. Amazing guarantee. ENJOY A FREE TRIAL. But you must hurry. It is not \$18, but only \$1.—" (Book Publisher).

"Dear Reader: Because we have good reason to believe you belong among its many readers, we should like to send you FREE, the next two issues of XXXX. There would be no point in making you this offer, if you were just a name and a street number to us." (Mass magazine)

Other illustrations of high letter-pressure, maybe yours among them, include: "YOU CAN'T AFFORD TO READ! YET YOU CANNOT AFFORD TO WASTE TIME ON THE WRONG BOOKS!" (Book Publisher) . . . "HERE IS AN OUTSTANDING OFFER YOU CANNOT AFFORD TO MISS" (Dept. Store). And a direct mail service pressures with: "XXXX is right" says Mr. xxx of xxx. "Never in all our xx years, have we seen order cards pour in as from this last effort." We would like to show you, TOO, just how XXXX can step

up your direct mail returns right away."

Business services are perhaps just as guilty of pressure with: "I picked your name out of our files for the greatest single asset you can add to your office. Take advantage of this deal RIGHT NOW . . ."

"Sure" you may say "the letters high-pressure, but they WORK, don't they?" Well, how about testing low-pressure letters or at least being as sincere and honest as you can with your letters. The high-pressure blarney may hit a saturation point with less orders, higher production costs. There isn't anything wrong with plain decency and the elimination of the "!" or the implied exclamation point.

Very recently an accident occurred in checking proof of a multigraph letter which announced a coming premium for a trade paper. The letter read "HOW XXXX METHODS COSTS" instead of "HOW XXXX METHODS CUT COSTS." The accidental elimination of the word "cut" resulted in real honesty. Needless to say, this campaign was a huge success . . . compared to previous tests.



REPORTER'S NOTE: Some of you may not like this article. But it should be printed. Larry Brettner, at the request of this reporter, made a study of 300 current pieces of mail promotion. This is his analysis. Perhaps it is wise for Larry to leave town until a few members of the New York Hundred Million Club cool off. Larry has left for Washington, D. C. where he will be circulation promotion manager of American Aviation (1025 Vermont Ave., N. W.). He has spent most of his 21 business years in direct mail advertising . . . creating campaigns and promoting books, magazines, business services. He has worked as an assistant to the circulation manager for The Wall Street Journal—circulation promotion manager at Modern Industry and a mail promotion manager for the McGraw-Hill Publishing Company. He has some good ideas on low pressure versus high pressure.

Mail Order and Direct Mail Clinic . . .

Older Folks Like to Shop by Mail

By WHITT NORTHMORE SCHULTZ

"Jim" Mosely, president of Mosely List Service, 38 Newbury St., Boston, sent us one of his effective mailing pieces the other day.

This one concerns older folks who, according to Mosely, want to buy by mail. Tests have showed that folks 60 and over are excellent prospects for mail order books, magazines, health specialties, inspirational courses and other items.

The Mosely organization, a charter member of the highly respected Council of Mailing List Brokers, now has new data on over 4,500,000 older people, both men and women, who like to relax in their favorite chairs and shop by mail.

Thousands of new mail order customers can be found in the upper age groups, folks who are weary of fighting crowds and arguing with sales clerks in busy, downtown department stores and who prefer to sofa-shop.

The Mosely piece continues:

"The life expectancy has been increased greatly . . . We are becoming

a more mature population. These [old folks'] names are built and maintained at a large investment cost, by a new division, Measured-Merit names, of a leading accident insurance company which sells thousands of policies by mail to this tailor-made list. Three hundred thousand new names a year are added. . ."

Older people have time to read. They have a larger social security, allowances, means of own income. And their living expenses are less. They can afford to buy items sold by mail.

Because they have so much extra time on their hands, most old folks pay particular attention to the mail they receive. They look forward to the mailman's visit. And this added interest and attention helps a mailing piece get higher readership, closer scrutiny and helps it to bring sales, too.

Yes, more older folks are spending more by mail. Smart mail order merchandisers can get some of this new, "plus" mail order business by the use of interesting direct mail beamed at the 60-and-over group.—ADV.

When Listerine Shaving Cream, for example, came out a few years ago with the theme "HERE IS A SHAVING CREAM GUARANTEED NOT TO MAKE SHAVING A PLEASURE," sales picked up plenty. The headline was a real stopper and the rest of the copy spoke low-pressure truth. The appeal said that shaving for men never really was a pleasure, but a chore and Listerine would simply ease shaving pains. People chuckled at the approach and bought. Again, a Hempstead, New York haberdasher bought a double-spread in a local paper and advertised that he wanted to get rid of his "stinkers." The ad read: "Our buyers sure made unhappy mistakes with these sweaters. They cost \$6 . . . Yours now for \$1 . . . 50¢ who cares!" The store was packed and all the good merchandise disappeared from the shelves.

With space ads using low pressure, surely direct mail can learn a valuable lesson. Here are a few illustrations of how it might be handled and some ideas which you might consider using . . . applying your own style and technique.

For a Mass Magazine:

Instead of: "Special Bargain Offer to Introduce Men Like YOU to XXXX— Save yourself hundreds of dollars this year in xxx alone by reading xxx regularly. This bargain offer is open for 10 days only, so ACT NOW."

TRY: "Did you hear about the article on xxx in the August issue of XXXX? It contained a real beauty of an idea to help in saving some money in XXXX in your house. Ed Thompson of XXXX Street in Smithtown and John Jones of XXXX over in Allentown tried the idea and worked it out. . . The article was typical of what is being offered in XXXX magazine every month . . . Of course the way you use this information is up to you and if you want a little more help you can write to us. All our subscribers are given this sort of extra service without paying a cent extra . . . The cost? Just xxx a year and that is a real bargain. The publisher agreed to hold this offer open for a week or two more at most. I believe he said September 10th is the deadline, so would appreciate your help in letting me know your decision just as soon as you can . . ."

For a Book or Book Club

Instead of: "You cannot afford to read. Yet cannot afford to spend time on the wrong books. Membership in XXXX is your guarantee of a wise investment . . . to yield you the highest

Are YOUR
records safe
BOTH ways?

GET RESULTS WITH RISING

SECURITY for business records doesn't stop with protection against fire, theft and other risks. Be sure your records are inscribed on Rising No. 1 Index . . . the paper that stands up to the wear

and tear of folding, thumbing, filing and long storage.

Call your printer today. He's ready to show you samples of this remarkably rugged, smooth, uniform stock.

WHEN YOU WANT TO KNOW
...GO TO AN EXPERT!

Rising Papers

ASK YOUR PRINTER

...HE KNOWS PAPER

Rising Paper Company, Housatonic, Mass.

Rising No. 1 Index

- White and four colors
- 100% rag
- 2 sizes
- 5 weights

dividends in better job performance and know how . . ."

TRY: If you're interested in upping your job performance and adding to know-how to get ahead, then we honestly feel this set of xxx books can help you out. However, it will be your steady application of the facts in xxxx that will do the trick. The books "themselves" won't work a miracle. Take the plan on page xxx in Volume xxx and xxx, for example. That idea might be applied to your xxxx operations. And if you improve xxxx operations, it would possibly mean a larger profit to show the boss . . . and con-

sequently a raise for yourself. Even a small raise would be quite a dividend over and above the low investment you make in these books."

For an Insurance Company

Instead of: "With your okay, we want to send you a memorandum book NOW, with your name stamped in gold . . . in return for a bit of information about yourself. If you will be good enough to tell us your age, etc. . . ."

TRY: "There are retirement plans and retirement plans. All shapes. All kinds. All types to fit your budget . . .

and even some that won't even fit into your budget . . . unless careful planning is made! . . . Now if you've ever wondered all about these types of plans and want to know what really lies behind retirement insurance, I'll be glad to tell you. Further, you'll get the real facts . . . without any devices of any kind. I'd like to present the data to you without charge or obligation. Then, *and only then*, if you are interested in seeing why and how retirement would work for yourself . . . would a suggested plan be submitted . . ."

Fund Raiser

Instead of: "Give now. These children need YOUR HELP!!!" or "Enclosed are some pencils . . ."

TRY: "Omigosh' a neighbor just told me. 'Another appeal for money?' That was exactly the statement I heard when I tried collecting for the xxxx drive. I didn't blame her a bit. But when I mentioned the drive concerned the kids right around her block, this woman became interested and helped out. Now the drive is in your area. If you get a moment, drive over to xxxx Street and judge the conditions there for yourself. We want to clean it up with you and give the kids a break. Maybe then real estate will also improve around here and we'll all benefit."

Trade Paper

Instead of: "A GIFT FOR YOU AND ITS BRAND NEW!"

TRY: "Want to examine a gift copy of a new handbook which might help you end some of your important xxxx headaches?"

These are only a very few examples of what might be done to eliminate most of the bunkum in direct mail. Of course it would be some fun and be rather daring if one company or individual tried stating: "We really have 2000 reprints on hand for distribution to new customers. The printing plates are ready to print a few thousand more." OR "THESE XXXX ARE NOT 'FREE' —"

Shocking headlines perhaps, but who knows the truth might pay out handsomely for some dare-devilish mailer if he had the nerve to try it out and buck the tide of high letter-pressure.

You may not be in perfect agreement with these suggestions, but you might make a few tests or at the very least tone the letters and circulars down a bit to save your own nerves . . . the pressure of the potential customer . . . for more orders and repeat business.

Your Christmas Letters Will Sparkle ON OUR COLORFUL HOLIDAY STATIONERY

ARTHUR THOMPSON & COMPANY
109 MARKET PLACE - BALTIMORE 2, MARYLAND

Here's how...
to put prospects in the mood to absorb the punch of your copy. Letters on this luxurious natural-color stationery exude the Christmas Spirit. Thus—they are not just letters—but individually-designed promotion pieces.

Over 60 designs feature nearly every Holiday occasion—each from original paintings or Kodachromes—reproduced in full color on fine paper. Yet—their cost is low—comparable to any first-quality stationery.

This stationery is available through your lettershop or printer who will have complete samples and prices. Return the coupon below for a Sample Holiday Portfolio without obligation.

Free Samples

ARTHUR THOMPSON & COMPANY, 109 MARKET PLACE, BALTIMORE 2, MARYLAND

Without obligation please rush your Christmas Portfolio.

NAME _____

ADDRESS _____

NAME OF PRINTER _____

NAME OF LETTERSHOP _____

DO NOT PRINT YOUR NAME OR YOUR PRINTED AND LETTERHEAD

BALLOONS . . . A NEW DIRECT ADVERTISING VEHICLE

A fascinating story came out of Minneapolis this last month and we believe a lot of Reporter readers will be interested in some of the details. Postage stamps cannot penetrate the Iron Curtain, but balloons can . . . and they are.

Here's the story . . . as much as can be printed.

A large portion of the balloons bringing messages of hope to satellite nations behind the Iron Curtain were produced by General Mills, 400 Second Avenue South, Minneapolis 1, Minnesota, makers of Wheaties, Gold Medal flour and other products.

How did a chemical, cereal and appliance manufacturer become mixed up in aerial propaganda devices?

First, it had a well-equipped mechanical plant in Minneapolis for maintenance of machinery in its many-sided operation.

Second, it had turned out precision equipment during the war and formed a close-working alliance with government agencies.

Balloons, however, didn't come into the picture until recent years. Production was started after the war at the request of government officials who sought to improve means of exploring upper atmospheric conditions.

Ordinary rubber balloons had a tendency to expand and burst at high altitudes. General Mills was asked to produce a balloon which would fly at constant altitudes so that studies could be made of air currents.

This resulted in manufacture of the huge tear-drop type of bags which are often observed by pilots and sometimes picked up by farmers in their cornfields. An offshoot of this operation was the pillow balloon, a 24-inch diamond-shaped object which has been accused of being the original flying saucer. Inflated it looks like an overgrown, fluffy pillow.

The first pillow balloon was launched from the fourth-story window of the General Mills laboratory in the summer of 1949. It made a hit with weather observers because its altitude

could be controlled and destination largely determined. Production was started on a small scale.

These soft, shiny balloons are made of .0015 inch polyethylene which permits them to go to a desired height and stay there. Air currents take them one way or another, but their elevation remains somewhat constant.

They differ from ordinary balloons in that they do not stretch. The rate of gas escapement can be prejudged so when launched in clusters they usually blanket a target.

This is why they are particularly suitable for piercing the Iron Curtain. If atmospheric conditions are right, a target hundreds of miles away can be hit with a high degree of accuracy. Also, they are effective messengers of good will because they skip along the ground when they land, their 2,916-square inch surface provides excellent "bill-boards" and they can carry printed material inside. They are eagerly grabbed up as their polyethylene plastic has household value such as for wrapping food or use as tablecloths.

First experimental flights were staged in November of 1949. One balloon which was launched from the University of Minnesota airport traveled a distance of 765 miles and was picked up at Murfreesboro, Tenn. It carried a self-addressed postcard which was returned to the aeronautical laboratories in Minneapolis.

In December of the same year five pillow balloons were launched at one time. Two of them were recovered in Michigan and the others in Southern Ohio. The balloon which traveled farthest covered approximately 700 miles.

Since that time launchings have been staged in various parts of the country. In the fall of 1950, for example, 700 were put to flight in Minneapolis and they followed a predicted path, some landing as far away as Georgia. Another series launched in New Mexico traveled a forecast path as far as Illinois, a distance of 1,200 miles.

These carried self-addressed postcards and more than 50 per cent were

BURKE OF BABSON'S CALLS LIST BROKERS DIRECT-MAIL 'MUST'

Famed Washington Service Relies
On NCMLB Members For Steady
Flow Of Current List Information

John L. Burke, Sales Manager for Babson's Washington Forecast, is outspoken in his appreciation of the services rendered by the members of the National Council of Mailing List brokers in simplifying his list procurement problems. Says Mr. Burke:

"Logic doesn't always pay off in finding prospects for our service . . . a confidential forecast for business men who must keep a clear eye on Washington decisions. You might think the ideal list for us would be easy to obtain. But experience has demonstrated that it just isn't so. Many of the lists we use were originally tested at the urging of N. C. M. L. B. members who are thoroughly familiar with our requirements. These people have been more than mere brokers for us. They have been 'bird-dogs' and confidantes as well! And they relieve us of a vast quantity of burdensome detail."

Mr. Burke echoes the sentiments of thousands of direct-mail users who find the services of N. C. M. L. B. members irreplaceable, not only in the procurement of productive lists for their own cultivation purposes, but also in securing income-producing rentals of the lists that they control and that are sought for rental by other non-competitive mailers.

If you are one or the other . . . if you wish to rent the lists of others or have a list of your own on which you would like to realize some income . . . write today for the Council's brochure, "must be able to DOUBLE IN BRASS!" It lists all of the qualified brokers who are members of the N. C. M. L. B. and tells you how they operate to fill all of your list requirements. No obligation on your part.

LOOK FOR NATIONAL COUNCIL OF MAILING LIST BROKERS

200 W. 34th St., New York 1, N. Y.

THIS SEAL

N.C.M.L.B. 200 W. 34th St., N.Y. 1, N.Y.

Please send me a copy of " . . . must be able to double in brass" without cost or obligation on my part. T4

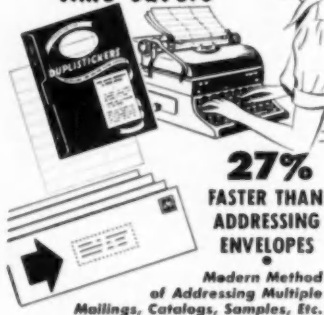
Name _____

Company _____

Address _____

City & State _____

DUPLISTICKERS are wonderful time savers



DUPLISTICKERS speed-up addressing, cut costs, increase efficiency. Typists address 4 or more copies in one operation. 33 labels on perforated, gummed, letter size sheets. 25 sheets (825 labels) 60¢ pkg., at stationery stores. White and 5 colors. Also available in special type for fluid duplicators.

Write for
FREE Sample
Package
Eureka Specialty Printing Co.
553 Electric Street
Scranton 9, Pa.
DUPLISTICKERS are made only by **EUREKA**

LISTS

Trigger
action
results

Industrial List Bureau
45 Astor Place, New York 3, N.Y.

HERE'S YOUR ANSWER
TO SOARING DIRECT-
MAIL COSTS

DIRECT-MAIL COMBINE-VELOPES
The 4-in-1 Direct-Mail Sales Package
Include Outgoing Envelope, Sales
Letter, Order Form, Return Envelope.
Delivered Ready to Address.

Write
THE SAWDON COMPANY, INC.
484 Lexington Ave., New York 17, N. Y.

Write us
for mailing
list suggestions.

**willi
MADDERN,**
INC.

List Broker
215 Fourth Ave.
New York 3, N. Y.
ORegion 7-4747

Charter Member
National Council of Mailing List Brokers

returned. In some tests the return rate has been as high as 75 per cent.

But, the balloons were mainly experimental in nature until the Crusade For Freedom placed orders which required output in the thousands. The first order arrived only two months ago, and Charles B. Moore, Jr., engineer in charge of balloon operations, and Frank B. Jewett, Jr., director of aeronautical research laboratories, found themselves with an over-night production and testing program.

Until this time balloons had been cut, sealed and shipped in separate operations by a few people. Now an assembly line output became necessary. In fact, a way had to be found of taking the plastic off a roll and cutting and sealing it in one operation.

Under G. O. Haglund, assistant director of aeronautical research, these operations were begun almost simultaneously:

1. Balloons were set aloft for testing under all types of weather conditions.
2. New tables were constructed to permit a volume output.
3. New employees were hired and trained to operate equipment much of which was of an experimental nature.
4. Tests were made in printing techniques so that words of freedom could be placed on the sides of the carriers.
5. Thousands of pounds of polyethylene were ordered and rapid testing devices set up to insure consistent quality.
6. Launchings were stepped up so that exact data could be furnished the crews which are today releasing the balloons in Europe. These resulted in several flying saucer scares.

Day and night experiments at the airport convinced the engineers pillow balloons could carry one fourth of a pound of literature the desired distance most effectively. Thus, it was decided to fill the bags with thin cards which could be extracted without difficulty.

Marking the balloons was something else again. Huge rubber stamps were tried but the ink deteriorated the fabric. Haglund said there wasn't time to use engravings, so a process of stenciling with red paint was worked out. Words of freedom were sprayed in an ink suitable for polyethylene through an aluminum stencil. Letters were five inches high.

Within a couple of weeks the process was ready for mass production. Thousands of balloons were turned out and shipped to Europe. Jewett and Moore are now in Europe observing the operation. Richard Smith of St. Paul, who supervised the inflating and launching techniques here, is in charge of releas-

ing the envelopes which the Crusade For Freedom hopes will renew determination of satellite countries to throw off Soviet domination and regain the freedom they knew for a short time after World War II.

WHEN DIRECT MAIL WAS VERY YOUNG

REPORTER'S NOTE: We are indebted to Edith M. Fisher, Editor of *Covers Magazine* (magazine for stamp collectors) P.O. Box 385, Albany, Oregon for lending us the illustration shown here . . . and for the story. Although the original letter gives the impression of being handwritten . . . it was actually printed.

Back in 1864 editors and publishers disliked losing subscribers as much as we do today but they went about getting renewals in a different manner.

This letter from Orange Judd, Editor & Proprietor of the *American Agriculturist*, is now owned by George W. James. It is yellowed and worn but is most interesting. The masthead is ornate and descriptive of the type of publication Judd produced. The cover, equally ornate and equally as worn, is still a thing of beauty. It is franked with a Black Jack and the specimen used here is in unusually good condition for Black Jacks are as a rule poorly centered. Translation of the letter is as follows:

"New York, April, 1864.

"Esteemed Friend:

"For some unknown cause, I miss your name from the "roll call" of the *Agriculturist* this year. I hope this is not from any lack of value in the paper itself, nor from failure to receive it regularly in the past, as has happened in a few cases, through defects in the mail service—Perhaps you may be absent in the service of the country, as many others now are—or, perhaps, this may be addressed to one of those of my readers, who departed this life, during the past year—An Editor can but feel some personal interest in those with whom, or for whom, it has been his pleasure to labor . . . But in sending this, I consider it the more probable that the absence of your name is due to temporary delay or oversight, amid the pressure of other occupations. Allow me, then, to assure you that we will be glad to welcome you among our good family of readers again.

"The paper is unusually valuable this year. I have a noble company of helpers—good men, who are thor-



A renewal letter. Vintage 1864, written by the Editor of American Agriculturist. Wonder what people in 2038 will say of renewal efforts today?

oughly and practically acquainted with all pertaining to the Farm, the Garden and the Household and we are earnestly striving to make the Agriculturist very useful & very valuable to every reader. It is certainly better than ever before, and though everything is very costly now, the terms remain at only \$1 a year, as a great increase of new subscribers helps our expenses—I much desire to reach 100,000 subscribers this month. The small number of

names not yet renewed from last year would produce this grand result! Will you favor us with your own name, as one of the number, and if convenient add one or two others, to make up for the absent & deceased?

"Any favor of this kind will be specially esteemed now . . . Three excellent numbers are ready to send at once, and the paper for the next nine months will be very good every way. . . (The enclosed slip and envelope

MEDICAL ADDRESSING SERVICE

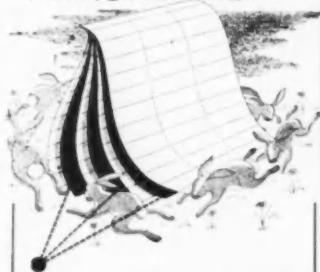
We maintain a complete mailing list of all practicing physicians arranged by states and cities and by specialty groups. Addressing charges are low. 100% post office delivery is guaranteed on mailings made from our list. Orders are handled within a few days. Write for detailed counts and prices.

- Accuracy guaranteed
- Low cost addressing
- Write for counts and prices
- 72-hour service
- Clean address imprints

Fisher-Stevens Service

345 Hudson Street
New York 14, N. Y.
Inc.

"FASTER" addressing without
Machines, Stencils or Plates!



FASTER duplicating for
MAILING LISTS, FOLLOW-UPS with



"CARBO-SNAP" is a new 33-on gummed and perforated addressing label sheet, with BUILT-IN carbon, top and bottom safety margins. Available in DUPLICATE, TRIPPLICATE and QUADRUPLICATE sets.

Penny Label Co.
15 Murray St.
New York 7, N. Y.
Please send me
FREE sample of
your TIME & LABOR
saving "CARBO-
SNAP" addressing
labels.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

Private School Prospects

Does your business depend largely on the p-t-nage of families which can afford the better things in life? If so, you can materially increase it by bringing your story to the attention of this list of EXECUTIVES WITH YOUNGSTERS.

Higher Income Brackets

Because of our dealings with the big life insurance companies, we have the names of 45,000 executives, professional men and the like who have youngsters under 20 years of age - mostly under 12. These names are used principally by private schools, high-class photographers and hundreds of others who have expensive items to sell. Our master card lists also include the ages of the children and in most cases, their names. A high percentage of the parents have three or more youngsters. This of course makes it possible to limit your list to whatever ages you prefer. The names may be had either with the name and address of the parents only, or we can include the age and, wherever possible, the name of one child.

Free Catalog

If you would like to know more about this listing we'll be glad to send you a copy of our folder REPK. Naturally, it's yours for the asking.

INSURANCE DIVISION

Investors Listing Company

(Established 1928)

45 West 45th St. New York 19, N. Y.

Does Anybody HATE Gravy?

Not when it comes to gravy dollars. The more the merrier.

We think you'll agree. Will agree, too, that it's high time YOU began cashing in—by letting us pull extra profits for you out of your mailing lists.

The arrangement is simple. You register your lists with us—we rent them out to carefully selected mailers who don't compete with you. You're sure because you okay our selections.

We'll handle the addressing any way you like—it usually depends on how much of that gravy you actually want. For full information and details write or call:



D-R SPECIAL LIST BUREAU

DIVISION of DICKIE-RAYMOND

521 Fifth Avenue, New York 17
80 Broad Street, Boston 10

Member - National Council of Mailing
List Bureaus

will save the trouble of even writing a formal subscription letter) . . . Awaiting your early, and I trust, favorable reply.

"I am, Yours very Truly,

"Orange Judd."

Times change in 87 years. We wonder if our renewal request will seem as odd to coming cover collectors. We wonder if they will cherish them in 2038 as we do this item today.

ARE YOU KIDDING?

Following letter was received from Reed Gerber of Joseph Behr & Sons, Inc., 1100 Seminary Street, Rockford, Illinois. It was "inspired" by our item on page 28 of the August Reporter.

Hank . . .

Words of force in groups of grunts all put in one piece by use of the dash seems an odd way to drive home a point. They were the first things I saw. In fact, I thought that is what you meant to look for. Then I read your footnote.

What sense, may I ask, does such a jump and jerk job make when I miss the point due to his wish to use small words? School marm would faint dead to see such a lack of word strength since they spend hours and hours with kids who cannot think of words which take more than an oaf to use.

I know your friend meant well, but I am in fear he might strain a brain cell if he should write all his dope that way. You will not catch me in such a bad state. And you may quote me on that!

Yours for big words,

JOE BEHR AND SONS, INC.
Reed (I am stuck now) Ger-ber
(Signed) Reed

THE "HOMEWORK" SITUATION

Before this issue reaches you . . . hearings before the New York Labor Department Board of Standards and Appeals will have resumed, after a long summer lay-off. Much of the spring testimony will have to be rehashed.

For the benefit of new readers . . . here's a brief resume.

There is a big fight on in New York over the question:—whether or not home typing (addressing) should be controlled and gradually eliminated by

the state. People in other states have been interested . . . because if it sticks in New York, it may spread.

In July 1950, the Industrial Commissioner of New York issued an order placing addressing and kindred direct mail operations under provisions of Industrial Homework Law. Home typing would be seriously restricted and possibly eliminated. THE REPORTER took the position that this order was undemocratic. Typing is clerical, not industrial, work; the order deprives many women of a chance to earn a living; the order would deprive many production shops of the opportunity to meet peak addressing demands.

The order was originally inspired and promoted by the Communist-dominated union entrenched in just a part of the lettershop field. It is too bad that a few of the owners of unionized shops, together with their attorney, joined with the union in asking for the order. Their purpose was to kill off competition.

Many of the non-union shops in New York appealed against the order. So did some list brokers and homework contractors. That is what the hearings are all about. To hear the petitions against the order. But the unionized shop group, through Attorney Daniel Arvan, intervened in the appeals . . . with a resulting confusion which has had everybody bewildered. The case of the petitioners could have been completed in two days. But with Arvan's blocking tactics . . . the hearings dragged on from February until June. Now they are starting again.

One point will be cleared up definitely before very long. During the peculiar questioning, Arvan has tried to imply that there is no serious shortage of typists, no need for homework addressers, because direct mail itself has not grown. He infers that the dollar volume has grown solely because of increases in prices. Nuts.

During the summer months, we've compiled figures from the Postmaster General's annual reports—showing the actual number of pieces of each class of mail handled each year by the Post Office since 1930. First class mail (quite a big chunk is direct mail) has grown from 16-3/4 billion pieces in 1930 to 24-1/2 billion pieces in 1950. Third class (nearly all direct mail) has jumped from 4-1/3 billion pieces in 1930 to 10-1/3 billion pieces in 1950. Mr. Arvan and Harry Sacher of the union forces will have a hard time disproving those figures.

During all the hullabaloo of hearings on the appeals the order restricting and controlling homeworkers has been in-

operative so far as the petitioners are concerned. So addressing is still being done in New York by from four to five thousand homeworkers. When the hearings are all over . . . the Board of Standards and Appeals will make some ruling—either to uphold the order, amend it, or throw it out. If the order is upheld (which seems very unlikely), the petitioners will probably carry the case through the courts.

THE REPORTER will continue to keep you posted on developments. We still have a few extra copies of reprints of our first articles on the subject . . . available to anyone who missed them.

DMAA PROGRAM

Here is all the advance "dope" on the program for the 34th Annual Convention of the Direct Mail Advertising Association, scheduled for Milwaukee, Schroeder Hotel, October 17, 18, 19, 1951. More complete details in our big October (pre-convention) issue. Details about registration can be obtained by writing DMAA headquarters, 17 East 42nd Street, New York 17, N. Y.

Incidentally . . . if you are planning on attending (as you should) better send in for your room reservation at the Schroeder. Things are filling up fast. Speakers and counsellors on the program take up a lot of space . . . all by themselves.

Walter D. Fuller, Chairman of the Board, Curtis Publishing Company, will deliver the keynote speech at the opening general luncheon.

The conference theme this year is "Today's Mail for Tomorrow's Sales."

At the Friday luncheon meeting, James M. Roche, General Sales Manager, Cadillac Division, General Motors Corporation, Detroit, will be the featured speaker.

This year's program will offer two full sessions set aside for the "Circles of Information" with 12 major classifications on creative problems, and 12 on sources, methods and techniques. The creative "circles" scheduled Thursday morning, October 18, will be on copy, correspondence supervision, research, new ideas, etc. The second group on Friday afternoon, will center about envelopes, letterheads, showmanship, list compilation and maintenance, etc.

Experts in each classification, nearly 100 in all groups, will serve as "moderators" to lead discussion and answer questions. The informal nature of these groups leads to free discussion of



PIE in the sky

If you believe "better Art is better Business," it's time to try the Jefferson Air Mail Art Service.

Whether you need layouts, rough or comprehensive, booklet, broadside or folder design, lettering, type-sets for reproduction, retouching or finished art . . . Jefferson can put just the right man on the job, so you will get the *freshness and feeling* and *competence* you've been looking for.

And you get it *fast* . . . to meet the deadline you set.

There must be an art problem on your mind *right now*. Why not shove it off on us? Just tell us what you're up against, by letter, wire or telephone (PLaza 8-2455). We'll quote prices and give you a delivery date before proceeding. Then we'll fly at it!

the JEFFERSON COMPANY Inc.

424 MADISON AVENUE
NEW YORK 17, N. Y.
PLaza 8-2455, 2456, 2457

LAST CALL!

for the finest Convention Issue of THE REPORTER ever published . . . the best advertising buy we've ever offered.

This year the issue will be a complete course in direct advertising. All the formulas and fundamentals in all phases of this very big subject will be included.

It will be a "book to be kept." And as such, an excellent issue for advertisers of lists, envelopes, paper, equipment, supplies, direct mail agencies and services, printers, lithographers and letter shops. Regular rates apply.

Closing date September

21st. Write The Reporter of Direct Mail Advertising, Garden City, N.Y.

INTEREST AT A PEAK



SKETCHES, DUMMIES AND DRAWINGS direct to your desk by mail from my studio at home. Complete personal service at moderate cost. Write for free booklet showing direct mail pieces I have designed.

RAYMOND LUFKIN 116 WEST CLINTON AVE. TENAFLY, NEW JERSEY



ideas and experiences. Walter F. Grueninger, Circulation Manager, Magazine of Building, New York, is general moderator of the circles.

Other events on the 3-day program are talks on Better Copy and Letters, immediately following the opening luncheon Wednesday; Thursday afternoon will be given over to talks on Mail Order, and Friday morning to Direct Advertising, with leading advertisers listed to talk about their campaigns and results. Winners of awards in the annual "Best of Industry" competition conducted by the DMAA will be honored at a special breakfast session, Wednesday morning.

Major social events on the program will be the "Get Acquainted" cocktail party Wednesday afternoon and for the following night a Buffet Supper and Entertainment.

Speakers at the Wednesday afternoon session on Better Copy and Letters include the following: Viola Noble, Advertising Director, Clarke's, Tulsa; William Baring-Gould, Circulation

Promotion Manager, *Life*, New York; R. T. Curtis, General Manager, Ross-Martin Company, Tulsa; William Marsteller, President, Gerhardt, Marsteller & Reed Company, Chicago, is to be Chairman.

The Thursday afternoon session on Mail Order will present Jack McDonnell, President, The Epicures' Club, Elizabeth, N. J.; John E. Tillotson, President, Modern Handcraft, Inc., North Kansas City, Missouri, and Joseph G. Wenckus, Chicago Catalog Manager, Alden's, Chicago. Whitt N. Schultz, President, Northmore's Home Products, Highland Park, Illinois, is to be Chairman at this meeting.

At the Friday morning meeting on Direct Advertising, four speakers will be heard as follows: Milton E. Bell, Vice President, Abbott, Kerns & Bell Co., Portland, Oregon; John R. McAlpine, J. Walter Thompson Company, Detroit; A. M. Sullivan, Advertising Manager, Dun & Bradstreet, Inc., New York, and Dan E. Smith, Art Director, Poole Brothers, Chicago. Dale Y. Ecton, Manager, Advertising Distribution, Trans World Airlines, New York, will be Chairman.

The welcoming address at the opening luncheon session, when Mr. Fuller will give the major address, will be given by Charles S. Downs, Vice President in charge of Advertising and Pub-

lic Relations, Abbott Laboratories, North Chicago, who is also general chairman of the conference. DMAA President L. T. Alexander, Manager, Direct Mail Division, E. I. du Pont de Nemours & Company, Wilmington, will be Chairman at this meeting.

Those serving as moderators on the Circles of Information programs include: Maxwell C. Ross, Cowles Magazines, Inc., Des Moines, Iowa; Sallie Weir, The Journal of Commerce, New York; Orville E. Reed, Howell, Michigan; Joseph Heilig, Direct Advertising Co., Montreal, Canada; Boyce Morgan, Boyce Morgan & Associates, Washington, D. C.; Edward A. Sand, Parent's Institute Inc., New York; John D. Yeck, Yeck & Yeck, Dayton, Ohio; Robert Stone, The National Research Bureau, Inc., Chicago; Wilfred A. Peterson, The Jaqua Co., Grand Rapids, Michigan; David D. Zingg, United Fruit Co., New York; Ellis Prudden, The Texas Co., New York; William R. Gerler, S. C. Johnson & Son, Inc., Racine, Wisconsin; Bert Ray, Abbott Laboratories, North Chicago, Illinois; Raymond Lufkin, Tenafly, N. J.; Exie Tomlinson, *Newsweek*, New York; Roy Jones, Magill-Weinsheimer Co., Chicago; Charles V. Morris, Reinhold-Gould, Inc., New York; John Plank, Howard Swink Advertising Agency Inc., Marion, Ohio; W. Bayard McCoy, Stecher-Traug Litho-

MAILING
LISTS
OF GUARANTEED ACCURACY
INDUSTRIAL LIST BUREAU
45 Astor Place, New York 3, N. Y.



PHOTOENGRAVERS SINCE 1872

460 W. 34th ST., N. Y. C.

LONGACRE 4-2640

graph Corp., Rochester, N. Y.; George Welp, International Printing Ink, New York; J. Tom Morgan, Jr., Litho-Krome Co., Columbus, Georgia; W. Irvine Twilley, The Lowe Brothers Co., Ltd., Toronto, Canada; W. D. Molitor, The Jaqua Co., Grand Rapids, Michigan; Fred Rudge, Fisher & Rudge, New York; Mervin D. Cooksey, Brown & Bigelow, New York; Elmer S. Lipsett, S. D. Warren Co., Boston, Massachusetts; Leslie Davis, *The Wall Street Journal*, New York; Lloyd F. Wood, National Wildlife Federation, Washington, D. C.; William M. Proft, William M. Proft Associates, East Orange, N. J.; Miss Marion F. Armstrong, Time, Inc., New York; H. C. Henderson, McGraw Hill Publishing Co., Inc., New York; H. Kurt Vahle, Cupples-Hesse Corp., St. Louis, Missouri; Walter M. Langsdorf, Tension Envelope Corp., New York; Robert L. Fenton, Street and Smith Publications, New York; Robert A. Vander Ply, Advertising Letter Service, Detroit, Michigan; F. R. Tyroler, Mail Advertising Service Ass'n. of New York City, Inc., New York; Roy G. Rylander, The Rylander Co., Chicago; James M. Mosely, Mosely Selective List Service, Boston, Massachusetts; George R. Bryant, George R. Bryant Co., Inc., Chicago; Lewis Kleid, Mailings Incorporated, New York; O. E. Palmquist, Buckley-Dement Advertising Corp., Chicago; H. H. Geddes, Direct Mail Division, R. L. Polk & Co., Detroit, Michigan; W. E. Watson, Creative Mailing Service, Inc., Freeport, N. Y.; Mary C. Sullivan, D-R Special List Bureau, Boston, Massachusetts; George Dugdale, The Drumcliff Co., Towson, Maryland; T. J. Lindley, The International Nickel Co., Inc., New York; Roger Clapp, Linton Brothers & Co., Fitchburg, Massachusetts; Nelson B. Wentzel, Deputy 3rd Ass't. Postmaster

General, P. O. Department, Washington, D. C.; Arthur Martin Karl, Names Unlimited Inc., New York; Walter Belknap, Time, Inc., New York; H. A. Porter, Harris-Seybold, Cleveland, Ohio; Frank Gerhart, American Type Founders, Inc., Elizabeth, N. J.; L. Z. Mathany, Foote & Jenks, Inc., Jackson, Michigan; A. Mitchell, Chicago, Illinois; Charles R. Pope, Remington Rand Inc., New York; Thomas F. Fleming, Remington Rand Inc., New York; Joseph R. Vergara, Harper & Brothers, New York.

With all the brains and know-how represented in the listings above . . . there should be plenty of ideas floating around Milwaukee in October.

RESUMING "CORDIAL CONTACTS"

After too long a lay-off due to illness, Jack Carr has resumed mailing his monthly cordial contacts to customers and prospects. His first letter deserves reprinting here. At top of his regular letterhead (from 1285 N. W. 22nd Ave., Miami, Florida) Jack spotlighted this slogan, "Come to Florida and Get the Breaks." Then . . . this mimeographed letter:

Like Most of the Impulsive Irish—

I've always been a great believer in signs. And when I was much younger everything I read or said was Gospel truth. Never stopped to investigate.

So . . . sometime in the mid-twenties when signs like the above were displayed in every railroad ticket office throughout the North I was in the mood to respond.

We were having one heluva cold winter in Milwaukee. When the win-

better production brings better results

There's a best way to produce direct mail . . .

MASA members study the best, most effective, ways of production; support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results.

To check the effectiveness of your production source . . .

Always say, "Are you MASA?"

YOUR BEST SOURCE for Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. Information about postal regulations and better direct mail results.

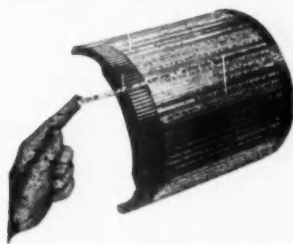
For names of MASA members nearest you, write

Mail Advertising

Service Association

18652 Fairfield Avenue
Detroit 21, Michigan

MASA



Distributors Wanted To Sell Type For Multigraph Machines

Opportunity to exclusively represent in your territory UNI-BAR FASTYPE COMPANY. The only 7" single bar of type for the multigraph. We are nationally known. Our composition service is recognized for cutting production costs and increasing multigraph services. Liberal profits and free advertising aids. Reply on your letterhead to

UNI-BAR FASTYPE CO.

128 N. 12th Street, Philadelphia 7, Pa.

As Your Mailing List Broker

HERE'S WHAT **GEORGE R. BRYANT** WILL DO FOR YOU

- ✓ Make custom consumer direct mail list selections for your offers
- ✓ Use mailer-owner direct mail and mail order experience for you
- ✓ Give practical understanding to your individual problems
- ✓ Speed service for you from New York, Chicago or Los Angeles offices
- ✓ Obtain revenue for you through careful rental of your lists

YOU CAN REACH US AT **GEORGE R. BRYANT COMPANY**

CHICAGO . . . 75 East Wacker Drive, Chicago 1 • STate 2-3686

NEW YORK . . . 595 Madison Avenue, New York 22 • MUrray Hill 8-2652

LOS ANGELES . . . 122 East 7 Street, Los Angeles 14 • VAndyke 9868

Member National Council of Mailing List Brokers

try winds blew in from Lake Michigan they'd cut thru woolen underwear like a brand new razor blade. It was like living in a deep freeze.

That was when I saw the sign I'm telling you about.

I pictured the soothing sunshine of Florida, swaying palms, beaches, bathing beauties and all the colorful, coaxing, come-ons from the C. of C.

A real estate fellow with a persuasive personality sold me a fifty acre layout alongside a lake. It was a lovely place and I was really proud of it. I used to walk up and down feeling like a monarch.

Then I got my first "break." Being citybred I knew nothing about lawns. I didn't know my grass from a hole in the ground. Stepped into it & broke my leg.

Next "break" was the result of a "fainting spell." Fell on a steel waste basket and broke four ribs.

Then came the climax, as you might say. I rolled out of bed and broke my back. I'm wearing a steel and leather harness like the old brewery horses.

Now you know why I always believe in signs. I sure got the "breaks" like the sign said. And I have never been sorry I came to Florida. Lots of guys go through life and never even get a "break."

Cordially & Cheerfully

Jack (signed)

Some of Jack's old friends may want to write and wish him luck in getting rid of the "horse collar." He can still write . . . with or without a collar.

TEN BASIC ATTITUDES FOR SALESMEN

The same mail which brought us Jack Carr's letter about "breaks" contained a press release from National Sales Executives, Inc., Shelton Hotel, Lexington Ave. & 49th St., New York 17, N. Y. Even though the subject concerns face-to-face personal salesmanship . . . the principles can be applied to direct mail. Good creed. For instance, #5 could be interpreted in terms of good letterheads, appropriate printing, etc.

If a salesman has ten basic attitudes, says Al. N. Seares, Vice-President and Chairman of the Board of Directors of the National Sales Executives, he can absorb the inevitable setbacks and bad breaks and hang up records year after

year. The ten indispensable attitudes:

- (1) He must see himself as serving his customer by helping him enlarge his vision and life.
- (2) He must recognize that the customer is always RIGHT, must try to adjust complaints satisfactorily and thereby win friends rather than arguments.
- (3) He must recognize sales success as a synthesis of thinking, developing, demonstrating, adjusting—not lucky breaks.
- (4) He must be constantly aware that he has the same number of hours in his day that the competition has, but the application he makes of his hours is HIS business.
- (5) He must keep in mind that neatness, cleanliness and good grooming can help make the first superficial impression favorable to him.
- (6) He must realize that people are going to know whether his feeling toward them is friendly or unfriendly, and they are going to react accordingly.
- (7) He must recognize the value in sales forums, clinics and the various aids his home office provides, naturally sifting out some that is chaff for him but using all the good grain he can find.
- (8) He must be aware that a straightforward solicitation of a man's business is flattering and must GET THAT ORDER, not at all cost, but he must get it if there is reasonable chance.
- (9) He must sell in line with his firm's credit department, being conscious of their operation and problem, helping them by selling only to firms of apparently sound credit rating.
- (10) He must think and act constructively and optimistically, winning business by building up his story and NEVER by tearing down the competitor's story.

BREAKING INTO ADVERTISING

By HARRY WATERSTON

Every now and again the nephew or kid brother of a friend decides he would like to break into the advertising "game." To whom do these friends send the budding huckster? You're right—to me!

"And what would you like to do in advertising?" I ask. "Copy writing" is the usual answer—"I think I can write; my marks in English composition were good."

"That's fine," I say, "but have you had any selling experience?" At this point my visitor patiently explains that he doesn't want to be an advertising salesman—he wants to write advertising copy.

I explain that copy writing is *selling in print*, and that no agency will hire him to write advertising copy unless he has had some copy writing experience. "But that leaves me in a vicious circle!" he exclaims. I tell him he can break the vicious circle by first getting a job as a salesman.

"Suppose you get a job at Macy's selling shoes. You will quickly learn all the selling points of the line—the leather, the design, its inner construction for comfort and better support, its competitive price, etc. You will learn what people want, you will answer their questions, break down their objections—you will make a sale!"

"That is the time to try your hand at copy writing. Write an ad about your shoes for the department store, for the manufacturer, for a mail-order house. Compare your efforts with a published ad. Prepare a sales letter and a promotion piece about shoes. You will do that easily, too, for you can express yourself well in writing, but most of all you have learned how to sell!"

"When you think you have had enough selling experience and are satisfied with your copy samples, apply for that copy writer's job you're so keen about. Your chances of landing a job and holding it will be excellent. Good luck!"

REPORTER'S NOTE: Amen to all of above good logic which originally appeared in May issue of *Executives' Digest*, issued monthly by Waterston & Fried, Inc., 347 Fifth Avenue, New York 16, N. Y. Too many people try to write direct mail without knowing the fundamentals of (or love of) selling. Good marks in English are not the primary qualifications of a letter writer.

A SENSIBLE LETTER

Some of you who are sick and tired of high-pressure, hopped-up sales letters (see Brettner article in this issue) should get a kick out of reading the letter we are printing here.

It was mailed during July to 50,000 buyers in retail hardware, variety, infants wear, juvenile furniture, department store housewares, furniture stores and toy departments.

This same list receives two such letters a year from the Burlington Basket Company (makers of fine baskets for

PROTECT your mailing lists and direct mail records from fire loss by microfilming. Our mobile unit comes to your office. Learn how others are using this valuable service. Write:

Microfilming Corporation of America
11 East Pleasant Avenue, Maywood, N. J.

that have
been
merit-tested

Lists

Industrial List Bureau
45 Astor Place, New York 3, N.Y.

over 60 years), Burlington, Iowa.

Company employs no salesmen. The two mailings per year, plus displays at major trade shows, constitute entire sales effort (aside from routine correspondence.)

Those who think retail store buyers cannot be "sold" by mail . . . and those who are afraid to use low-pressure, conservative selling . . . should profit by reading Mr. Lauth's sound letter.

Incidentally . . . this particular mailing is producing excellent results. (Catalog is equally good.)

July, 1951

Greetings, Friends,

Here we are in another visit by mail. Again we bring you 'down-to-earth' facts that may help you in your planning for Fall and Christmas.

But first, an excerpt from our letter of last JANUARY.

"When you place an order, under present economic conditions, you are not simply 'buying' merchandise. Oh, no! You are spinning the wheel of fortune and you have much at stake."

We remain as conservative now as we have since the beginning of the Korean crisis. We have done no 'scare selling' and have constantly advised against 'scare buying'.

The widespread 'shortages' that were supposed to exist in January were imaginary and they DON'T EVEN EXIST NOW.

Dealers who were goaded into over-buying against these 'anticipated' shortages had tied up their funds and were unable to maintain balanced stocks of other staple merchandise. The result? Lost sales, interrupted turnover, shrunken profits.

"Authorities claim that the average store suffers 15% to 30% loss of sales simply by being out of staple items in best selling seasons."

We still recommend NORMAL BUYING for near-future needs and we stress the importance of GOOD MERCHANDISE that represents sound CONSUMER VALUE and gives you STEADY TURNOVER at a FAIR PROFIT. That, friends, is real 'buying'.

After all, the thing you really buy is 'consumer value.' It means a combination of attractive design, good materials, careful workmanship and guaranteed durability, priced to reflect a good investment—A BETTER BUY. 'Consumer value' is what your customers expect and they will find it—or else!

HAWKEYE is considered the outstanding 'consumer value' by thousands of dealers, in every State in the Union,

who order by mail year after year. We are very grateful to them and will continue to do our best to repay their loyalty.

To those who are not familiar with Hawkeye we offer this two-pronged assurance and invite a trial order.

GUARANTEE OF SALE—Order a shipment. Put it on your floor. If it does not sell better by comparison, return it at our expense.

GUARANTEE OF QUALITY—You and your customers must be satisfied or we replace without charge.

New Hawkeye catalog for Fall 1951 is enclosed. Price list and env-o-blank are included. You will find it very easy to order from it. Every item in actual color. Descriptions complete yet brief to give you just the facts you want.

The catalog is our 'SALESMAN'.

It pays to order by mail. Savings in selling expense are passed along to you in lower prices and better 'consumer values'.

NOW is the time to order for Fall. Order conservatively, of course, but please don't wait. Then you can re-order best sellers in September for Christmas. Remember, 45% of total yearly retail sales of this merchandise is done in the four months of September, October, November and December.

We will appreciate your order and you will like our prompt and courteous service.

Yours very truly,
BURLINGTON BASKET CO.
(Signed)

L. T. Lauth
V. Pres.

P. S.

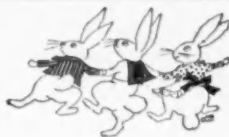
Freight cost is no obstacle. Zone price list assures your margin over landed cost. Keeps you competitive wherever located.

DEPARTURE FROM THE ORDINARY

To Richard W. Dittmer (and he'll probably be surprised) goes a resounding pat-on-the-back for violating the customary technique of most national advertisers. Briefly . . . he sees to it that inquiries from national advertising are handled promptly, carefully and skillfully.

Here's the story.

The wife of Charles C. Baake (Modern Industry, 400 Madison Ave., New York 17, N. Y.) sent a penny



RABBITS rarely divide; they multiply. PRINTING multiplies words faster than you can split hares. Let The House of Dyal, with our words or yours, increase your sales by multiplying your messages.

{ dial DYAL for
PRINTING
OR chard 4-0623 }

THE HOUSE OF DYAL

Printing - Advertising

30 Irving Place, New York 3, N.Y.

Lists

that
sell

Industrial List Bureau

45 Astor Place, New York 3, N.Y.

ENGAGEMENT LIST SERVICE

What is it?

A new mailing list service delivering a month-in and month-out quantity of up to the minute prospects from the greater New York area . . . Engaged Girls. Parents of Engaged Girls. Engaged Men.

How many? How often?

250 names every two weeks (no name is EVER more than two weeks old)

How much?

\$7.50 per month (11/4¢ per name)

Who can use it?

Any business selling to the engaged market. During this coming year nearly 2,000,000 future brides and grooms will spend billions of dollars on goods and services ranging from curtain rods to honeymoon cruises. You can now reach the New York market by using the ENGAGEMENT LIST SERVICE

Moore Associates

Babson Park 57, Massachusetts

Please send me a month's trial of:

☐ Engaged Girls (500 names - \$7.50)

☐ Parents of Engaged Girls

(500 names - \$7.50)

☐ Engaged Men (500 names - \$7.50)

☐ Let's hear more about the list!

Name

Company

Address

City & State

How To Advance A Promising Career

A merchandising-minded copy writer, sufficiently experienced to realize the challenge direct mail offers, can find an interesting and profitable niche for himself in a progressive St. Louis printing organization. Profitable, that is, if he holds \$500 per month in esteem.

He will bring to the job extensive knowledge of the channels of distribution, ability and desire to write for the modern buyer rather than posterity, plus pride in his work offset by refreshing humility. During his more than 30 years on this earth he has absorbed a few bumps and bruises from sales in fighting (personal selling).

He will come to a firm founded in the Coolidge era. He will find that his new associates know a thing or two about direct mail, as a number of DMAA Awards in Best of Industry competition will attest. Space and radio and outdoor advertising won't interest him since he's headed for a company that frankly is in the printing business with over 300 accounts, about 100 of them creative.

When he talks with his prospective employer, he will learn that the job has a pleasant present and a fascinating future. Meanwhile, if you're the guy, let's see what sort of personal sales letter you can write to:

Box "SUCCESS"
The Reporter of
Direct Mail Advertising
53 Hilton Ave.
Garden City, N. Y.

postal card to Pittsburg Plate Glass Company asking for information about products described in an ad in one of the Shelter magazines. In less than one week after card was mailed, Mrs. Baake received this personally typewritten letter (of course done on an automatic typewriter . . . perfectly) on the stationery of the Pittsburgh Plate Glass Company, 632 Duquesne Way, Pittsburgh 22, Pa. The letter deserves and gets all the publicity this reporter can give it.

Here it is:

Mrs. C. C. Baake
165 Meadow Lane
New Rochelle, New York
Dear Mrs. Baake:

The booklet you asked for, entitled "How to give your Home Glamour with Glass," has already been mailed to you in a separate envelope.

We appreciate your interest, and we hope that this booklet will prove useful. It contains many practical suggestions for using glass in every room in the house. The illustrations show how the use of a little extra glass will add to the beauty and charm of your home, whether your present decorations are in modern or traditional style. The ideas are ones you can easily adopt, and at reasonable cost.

Every home needs at least one full length door mirror. To see how easy it is to select

the proper size and to install a full length door mirror, please refer to page 20. On the opposite page are the simple instructions for making glass furniture top patterns. Full length door mirrors and plate glass furniture tops cost little, and add a wealth of charm and beauty to your home.

Your local glass dealer, department store or furniture store will be glad to show you these items and offer additional suggestions on how they will fit into your home decoration plans. And for further information on any of our products and their recommended uses in home planning and decoration, we suggest that you get in touch with our nearest branch at 556 S. Fulton Ave., Mt. Vernon, New York. They, too, will be glad to help you.

Sincerely yours,
(signed) Richard W. Dittmer, Manager
Advertising-Sales Promotion
Glass Division

So . . . hurrah for Richard Dittmer and all his assistants who know how to use intelligent direct mail contacts to support national advertising. Their technique is so natural . . . but so different from the boorish and indifferent brush-offs given by so many national advertisers. Some don't even bother to answer inquiries.

The Pittsburgh Plate Glass Company is surely getting its money's worth from their investment in automatic typewriters. With brains behind them.

One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING ONE MAN'S OPINION

I clipped a piece, Henry, from an advertising journal and filed it for comment, but my filing system is so complicated I can't find it. However, I recall that the piece was by an advertising agency head. It seems that a friend of his had a son who wanted to be a copy writer. The agency head interviewed the boy, but when he found that he had no sales experience, he decided that the boy would not make a good copy writer and this prompted him to write the piece I snipped. He advanced some old-fashioned ideas on the subject, such as I have entertained for years—ideas that have, apparently, been proved cockeyed—at least in some respects.

The name of the agency the writer of the piece headed did not click with me and I don't think it can be handling any accounts of the big-spending advertisers as much of the copy turned

out for these advertisers is certainly not being turned out by writers with sales experience.

I have reached the conclusion that advertising and selling are two distinct and different jobs and that successful advertising in many lines is not dependent upon copy produced by writers with sales experience. I doubt if there is a salesman who has made a success at personal selling who could write copy that would pass the copy chief in any big-time agency and by the same token I am convinced that there isn't a copy writer handling the really big accounts who could land a job on a sales force on his copywriting experience.

If I were a betting man and had anything to bet with, I would risk the works that the best-paid writer of copy for printed advertising, radio and television commercials, if turned loose

CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50¢ per line—minimum space 4 lines. Write The Reporter, 51½ Hilton Ave., Garden City, L. I., N. Y.

ADDRESSING . . . TRADE

M. Victor—Addressing for the Trade
Rapid Service Unlimited Quantity
Large Staff of Expert Typists
3902—9th Ave. Brooklyn 32, N. Y.
UL 3-3800

ADVERTISING AGENCIES

SELL YOUR PRODUCT with pulling
mail order, agent ads.
We show you how.
Martin Advertising Agency
151 East 40th Street, New York 16, N. Y.

DIRECT MAIL ASSISTANT

Business book publisher in Chicago
wants direct mail assistant, male
or female, preferably with experience
in writing result-getting sales letters,
folders, layouts, etc. Excellent opportunity
with foremost company in the
field. Write with full details, your experience
to Gordon Fyle, Dartnell Corporation,
4660 Ravenswood Avenue, Chicago
40, Illinois.

For Sale

ADDRESSOGRAPH CABINETS

Steel
133 lock end trays
complete
Bargain Price
SAVER & WALLINGFORD
143 West Broadway
Tel. WO 4-0520 New York 13, N. Y.

HELP WANTED

Direct Mail Specialist wanted immediately for permanent position to sell subscriptions, classified advertising and display advertising for an established growing trade magazine, classified advertising and subscriptions for unique classified trade paper and subscriptions for a market directory located in South. We need results, so you must know your stuff. Must have ability to plan and follow through all phases selling by mail. Excellent opportunity for right man. Mail samples of work, recent photo, resume concerning education, experience, etc., and references. Must stand thorough investigation. State salary wanted. Ability to produce results is primary, age no object. Advancement commensurate with ability. Box 91, The Reporter, 53 Hilton Ave., Garden City, N. Y.

as salesman with instructions to use, word-for-word the copy he writes, wouldn't make expenses.

Can you imagine, Henry, what would happen to a salesman who would greet a prospective customer with an asinine song about his product, or a salespitch such as is used in much current advertising copy or

HOUSE ORGANS

1000 Two-Color House Organs Only \$45!
Your ad front cover. (Free copy service.) Self mailer. Features Dale Carnegie, prominent cartoonists, cheese cake, sports. Powerful good will builder. Holds customers. Brings new business. Send for sample and details.
THE CRIER ADVERTISING SERVICE
1836 Euclid Ave. Cleveland 15, Ohio

LIST SERVICE

OUR LISTS ARE FREE
Retailers - wholesalers - manufacturers
Banks - churches - institutions
We charge only for addressing
SPEED - ADDRESS KRAUS CO
48-01 42nd St., Long Island City 4, N. Y.

MAILING LIST CARDS

Auto-Copy Index Cards 3 x 5. For
copies of mailing lists. Make copies
while addressing envelopes or letters.
No carbons required. Price \$2.00 per
thousand, f.o.b. Rochester, N. Y. The
Stylograph Corporation, 205 West Main.

MAILING LISTS

FINE CANADIAN MAILING LIST
175,000 Mail Buyers on Elliott Stencils
Will rent to reliable house. Can mail
Write
TOBE'S Niagara-on-the-Lake, Ont

WANTED—Mailing Lists of Firms or
Individuals who have bought Industrial
or Shop Tools by Mail. E. C. Gomes,
714 Trinity, University City 5, Missouri.

WANTED—List of owners of contact
photocopying machines such as Apeco,
Hunter and Portagraph. F. G. Weber,
PO Box 1050, Rochester 3, N. Y.

SPECIAL

LOOKING FOR A JOB? For a direct
mail man to write copy? Do you have
some equipment you want to sell? The
Reporter can find jobs, get employees,
sell machinery. Every reader of The
Reporter is a potential buyer for such
services or offers. Situation or Help
Wanted ads only 50¢ a line. Other
classified ads \$1.00 per line.

mouthed over the radio by announcers
who have been schooled in
"voice culture." My guess would be
that he would end up in the clink as
a public nuisance.

And the successful salesman who
submitted his sales talk as a sample
of the kind of copy he would use
wouldn't get more than a sneer or a

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the
Multigraph, Dupligraph and Addresso-
graph machines. We specialize in the
re-manufacturing of used ribbons. Chi-
cago Ink Ribbon Co., 19 S. Wells St.,
Chicago, Ill.

OFFSET CUTOUTS

MOST COMPLETE service in U. S. Now
available—**OFFSET SCRAPBOOK #7**,
950 reproduction proofs of promotional
headings, catch words and art panels,
only \$3.00 postpaid. Literature free.
A. A. ARCHBOLD, PUBLISHER, 1209-K
S. Lake St., Los Angeles 6, Calif.

RESEARCH

Information Clearing House. Encyclo-
pedic memory. What would you as-
ertain? Let me handle your research.
\$2.00 per inquiry. Phillip G. Miller,
2716 Van Buren St., Wilmington, Del.

SALESMEN WANTED

Direct Mail Experience. Increase your
earnings. **SELL** Nationally accepted
series colorful blotters. Full or Part
Time. High Comm. Reply with per-
sonal data & references. Merit Specialty
Co., 432 So. 60th St., Phila. 43, Pa.

WANTED

WILL BUY, sell exchange Ponton's,
Boyd's, Polk's, other mailing lists. Bill
Robert's List Exchange, Box 139, Con-
gers, N. Y.

Need some help

in building and maintaining your
mailing list?

Then send for

"The Plain Jane of Direct Mail"

a booklet packed full of basic in-
formation on all phases of list
maintenance and list building.

Send 50¢ to

The Reporter

53 Hilton Avenue
Garden City, Long Island, N. Y.

pitiful look from the copy chief of a
big-time agency.

Judging from the copy current in
much of the advertising, printed and
on the air, I would say that the experi-
ence needed by the copy writer seeking
a berth in any big-time agency must be
obtained in night spots, juke-box joints,
Hollywood atmosphere or possibly in
institutions for mental deficient.

However, I am still old-fashioned
enough to believe that sales experience
is necessary for copy writers in the
smaller agencies that handle advertis-
ing in trade publications and direct
mail. There is still much of this adver-

tising that could be repeated word-for-word by a salesman without insulting the intelligence of a prospective buyer. Maybe that is the kind of advertising the agency handles whose head wrote the piece that got lost in my files. If not, he'd better get rid of his old-fashioned ideas.

AW, HELL!!

This reporter has enjoyed some breezy correspondence lately with Joe Austell Small, editor and publisher of WESTERN SPORTSMEN (3303 Bridle Path, P. O. Box 5008, Austin, Texas). You've never had a really breezy letter until you've heard from Joe. He doesn't like "dear" letters. His last was headed, "Howdy, Henry Hoke! Re: Nuthin'."

His editorials are also salty (or woodsy). Some of you who have had printing jobs go haywire will get a kick out of part of the explanation he ran in his April issue under the heading, "Aw, Hell!"

From the first, let it be known that we here at the Western Sportsman office are perfect. We never make a mistake. So naturally if there is anything wrong with our magazine it is the direct fault of our associates in crime—namely, the printer and engraver.

Now, that we have cast the first rock and absolved ourselves of all wrong, we can speak freely and openly of those old sinners, the engraver and the printer.

We forgot to tell the engraver on our last issue that we were printing a flat magazine, so he mounted our cover cuts on green wood, and by the time they reached the printer they were curved in the general shape of a rain-bow. Our printer, unthoughtful soul that he is, did not reason that he could wrap this cut around a cylinder press with bailing wire and do a better job than was the final result. So he returned the cut and it was reworked.

However, this reworking weakened the chassis of the great big strong looking bear somehow, and the metal gave way eventually. Also, the printer saw where he could lay the blame on the engraver so he set his press on "till forbid," grabbed a quick lunch, and went fishing.

Results were that in many instances our readers couldn't tell whether that was a bear on the front cover or the west side of a used corset. Not seeing how a corset would be appropriate on the cover of an outdoor magazine, they

reasoned that it must be some sort of animal at that.

Then is when the contest started. They started writing in guessing what the critter was on our cover. And we started gnashing our teeth and crying in our warm beer for, again, we had arrived with an idea too late. If we had just known about the contest we were sponsoring, we could have given prizes and made each reader send in the price of a subscription as his entry fee and would have come out of the wild melee with our pockets bulging.

As it was, we just cried some more in our beer and thought about how pretty that cover drawing looked before the engraver and the printer started casting their evil eyes toward it. On some copies, we notice, the red and black are separated to the extent of making two bears. For this we should be thankful, I suppose, for are we not getting twice our money's worth?

At this writing, I know not how our cover is turning out on this, the April issue, but if it resembles the general contours of our last one, we shall be obliged to print the name of the animal or fish on each cover from now on so you will know what the general subject is about.

We had our pore old noses to the grindstone so hard on that last issue, trying to make it the best of any sectional outdoor magazine ever published, that we wore them right down even with our foreheads. And then when we finally got a look at results, all we could do was sit back in our chair, wipe the cold sweat off our brows, and whisper weakly: "Aw, hell!"

Oh, well—everybody has trouble now. The engraver can't get good materials. The printer can't get good paper, and we aren't exactly turning out a classic here ourselves. But give us time. Before too much longer, we hope to turn out a publication that, for the western outdoorsman, can't be matched anywhere else in the world.

KIDDING THE HIGH PRESSURE BOYS

The McArdle Printing Co., Inc., Washington 7, D. C. mailed an eye-catching, amusing letter during the hot summer. Deserves a pat-on-the-back. We understand that DMAA Vice President Boyce Morgan had more than a little of something to do with preparation.

Read this letter:

"I am sending you—absolutely free—my Mechanical Pencil Sharpener!"

Honest, this is a pure gift. There's no gimmick. You don't have to buy a gross of pencils. You don't have to tell me your birth date and the amount of life insurance you already carry. You don't even have to enter a trial subscription for something-or-other.

As a matter of fact, your mechanical pencil sharpener is enclosed.

This is a very handy gadget. After all, you can't sharpen a mechanical pencil in an ordinary sharpener. You can't be running to the sharpener every time a wooden pencil gets a bit blunt. My Narrow Scraper on your desk is the answer. You can put an edge on a knife with it, or even fancy up your fingernails. (If you can sign your own name, the Soaker Upper on the back needs no explanation.)

But you're probably still wondering what I get out of sending you this priceless gift. You probably figure it this guy Graphic is actually giving away a pencil sharpener, he must be awfully anxious to make a point.

The point is the little hyphen in "mechanical pencil sharpener." Its location labels this as a sharpener for mechanical pencils, NOT a mechanical sharpener for pencils. But if that hyphen were accidentally left out or misplaced it would make me guilty of gross misrepresentation.

Yes, a hyphen can be very important. A proofreader who misses a small point like this can really wreck you. And that's exactly the kind of thing that McArdle proofreaders are trained NOT to miss. In fact, they firmly believe they are just about the most eagle-eyed proofroom crew in town!

That's just one small reason why McArdle is a good printer to deal with. There are plenty of others—and we'll tell you about them at the slightest indication of interest on your part. Meanwhile, keep your own proofreading pencil sharp with Art Graphic's Narrow Scraper, and remember the sharp pencils—and the sharp eyes—in McArdle's proofroom.

Sincerely,

Art Graphic

(trade character signature)

P. S. Want additional Narrow Scrapers? Call ST. 0240.

The mechanical pencil sharpener was a 4" x 9" blotter. Pasted at bottom was a 1" x 9" strip of sandpaper. Wording on blotter:

Art Graphic's Narrow Scraper . . . Backed up by his Soaker Upper. Use the sandpaper below when you want a really fine point on a pencil. Use the telephone number below when you want a really fine result on a printing job. Sterling 0240. The McArdle Printing Co., Inc., 24th & M Sts., N. W., Washington 7, D. C.

Clever job. Made a big hit in Washington according to various enthusiastic reporters.

The diplomat at the phone company was correcting one of the operators.

"Miss Jones," he said, "it's probably because we're old-fashioned, but we'd much rather you'd say 'Just a moment, please,' in preference to 'O.K. Buster, hang on to your pants a second.'"

"Wood" h.m.
Alexander Schroeder Hardwoods
Houston, Texas

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE. \$10.00 PER YEAR

ADDRESSING

Creative Mailing Service, Inc., 24 South Grove St., Freeport, N. Y.

ADDRESSING — TRADE

Shapine Typing Service, 68-11 Roosevelt Ave., Woodside, N. Y.
M. Victor, 2962-9th Street, Brooklyn 32, N. Y.

ADVERTISING AGENCY

Martin Advertising Agency, 15FA East 40th St., New York 16, N. Y.

ADVERTISING ART

John Guthrie, 1343 Green Court, N.W., Washington 5, D. C.
The Jefferson Co., Inc., 424 Madison Ave., New York 17, N. Y.
Raymond Lufkin, 416 West Clinton Ave., Tenafly, N. J.

AUTOMATIC TYPEWRITERS

Amer. Automatic Typewriter Co., 610 N. Carpenter St., Chicago 22, Ill.
Robotyp Corporation, 125 Allen Street, Hendersonville, No. Car

AUTOMATIC TYPEWRITING

Automatic Letter Service Co., 11 Stone St., New York 4, N. Y.
Arrow Letter Corp., 307 West 58th St., New York 18, N. Y.
Boroff & Pollard, 417 1/2 E. Capitol St., Jackson, Miss.

COLLATING MACHINE

Evans Specialty Co., Inc., 497 No. Main St., Richmond 20, Va.
Thomas Mechanical Collator, 200 Church Street, New York, N. Y.

COPIWRITER (Free Lance)

James Henderson, 13 Washington Place, New York 3, N. Y.
Hal G. Yeomans, 442 East 29th St., New York 9, N. Y.
John Yeargan, 442 East 29th St., New York 9, N. Y.

DIRECT MAIL AGENCIES

D. H. Ahrend Company, Inc., 325 East 44th St., New York 17, N. Y.
Honor J. Buckley, 337 East Jackson Blvd., Chicago 4, Ill.
Dickie-Raymond, Inc., 80 Broad Street, Boston 10, Mass.
Doris & Fahy, Inc., 643 No. Water St., Milwaukee 2, Wis.
Law Letter Service, Inc., 30 East 20th St., New York 3, N. Y.
Micrograph Co., Inc., 39 Water Street, New York 4, N. Y.
Regis-O Products Company, 150 West 22nd St., New York 11, N. Y.
John A. Smith & Staff, Inc., 11 Beaman St., Boston 8, Mass.
Philip J. Wallack Company, 220 Fifth Ave., New York 1, N. Y.
Carl G. Vildet, Inc., 131 Summer St., Boston 10, Mass.

ENVELOPES

The American Paper Products Co., East Liverpool, Ohio
Atlanta Envelope Company, Post Office Box 1267, Atlanta 1, Ga.
Boston Envelope Co., 397 High St., Dedham, Mass.
Charles-Hesse Corp., 4175 N. Kingshighway Blvd., St. Louis 15, Mo.
Samuel Cupples Envelope Co., Inc., 364 Furman St., Brooklyn 2, N. Y.
Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.
General Envelope Company, 23 South St., Box 654, Boston 2, Mass.
Gray Envelope Co., 55-33rd St., Brooklyn 32, N. Y.
McGill Paper Products, Inc., 501 Park Ave., Minneapolis 15, Minn.
Massachusetts Envelope Co., 641-643 Atlantic Ave., Boston 10, Mass.
The Standard Envelope Mfg. Co., 1600 East 30th St., Cleveland 14, Ohio
Tension Envelope Corporation, 522 Fifth Avenue, New York 18, N. Y.
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.
Tension Envelope Corporation, 5601 Southview Ave., St. Louis 10, Mo.
Tension Envelope Corporation, 127-129 N. Second, Minneapolis 1, Minn.
Tension Envelope Corporation, 1912 Grand Ave., Des Moines 14, Iowa
United States Envelope Company, Springfield 2, Mo.
The Wolf Envelope Company, 179-81 E. 22nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES

Cartis 1966, Inc., 240 Capitol Ave., Hartford 4, Conn.
Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.
The Sawdon Company, Inc., 480 Lexington Ave., New York 17, N. Y.
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

HOUSE ORGANS

The William Feather Co., 812 Huron Road, Cleveland 15, Ohio

PRINTERS — SALES LITERATURE

L. P. MacAdams, Inc., 301 John St., Bridgeport, Conn.

LABEL PASTERS

Potdevin Machine Company, 1251-24th St., Brooklyn 18, N. Y.

LABELS

Penny Label Company, 9 Murray St., New York 7, N. Y.

LETTER GADGETS

Hewig Company, 45 West 45th St., New York 19, N. Y.

A. Mitchell, 111 West Jackson Blvd., Chicago 4, Ill.

LETTERHEADS

Arthur Thompson & Co., 109 Market Place, Baltimore 2, Md.

MAIL ADDRESSING STICKERS

Eureka Specialty Printing Co., Scranton, Pennsylvania

MAIL ADVERTISING SERVICES (Lettershops)

Bearst Mail Sales Service, Inc., 225 East 43rd St., New York 17, N. Y.
Century Letter Co., Inc., 48 East 21st St., New York 10, N. Y.
Cold Advertising Service, 607 East Van Buren, Phoenix, Ariz.
A. W. Dicks & Co., 286 Victoria St., Toronto 2, Ont., Can.
Lee Letter Shop, 20 East 20th St., New York 3, N. Y.
The Letter Shop, 214 Mission St., San Francisco 5, Calif.
Mailgraph Co., Inc., 59 Water St., New York 4, N. Y.
Mailways, 200 Adelaide St., West, Toronto 1, Ont., Canada
The Rylander Company, 19 S. Wells St., Chicago 4, Ill.
Washington Mail Adv. Service, 1304 Arch St., Philadelphia 7, Pa.

MAILING LISTS—Brokers

*George R. Bryant Co., Inc., 585 Madison Ave., New York 22, N. Y.
*D.R. Special List Bureau, 80 Broad St., Boston 10, Mass.
*Walter Drey, 257 Fourth Ave., New York 10, N. Y.
*Guld Company, 160 Engle Street, Englewood, New Jersey
*Willis Madden, Inc., 215 Fourth Ave., New York 3, N. Y.
*Mailings Incorporated, 25 West 45th St., New York 19, N. Y.
*Mostly Selective List Service, 78 Newbury St., Boston 16, Mass.
*Names Unlimited, Inc., 352 Fourth Ave., New York 10, N. Y.
*D. L. Natwick, 952 Broadway, New York 10, N. Y.
*James E. True Associates, 419 4th Ave., New York 16, N. Y.
*Members — National Council of Mailing List Brokers

MAILING LISTS—Compilers & Owners

Associated Publicity Service, 1813 Sixteenth St., Port Huron, Mich.
Bookbuyers Lists, Inc., 362 Broadway, New York 13, N. Y.
Boyd's City Dispatch, Inc., 114-126 East 23rd St., New York 10, N. Y.
Creative Mailing Service, Inc., 24 South Grove St., Freeport, L. I., N. Y.
Fisher Stevens Service, Inc., 345 Hudson St., New York 14, N. Y.
Industrial List Bureau, 45 Astor Place, New York 17, N. Y.
Investors Listing Co., 45 West 45th St., New York 19, N. Y.
Jewish Statistical Bureau, 226 Bklyn., New York 7, N. Y.
Mail Co., 762 West 17th St., Los Angeles 15, Calif.
J. R. Monty's Turf Fan Lists, 201 East 46th St., New York 17, N. Y.
Moore Associates, Babson Park, Mass.
Official Catholic Directory Lists, 12 Barclay St., New York 6, N. Y.
W. B. Ponton, Inc., 635 Avenue of the Americas, New York 11, N. Y.

MATCHED STATIONERY

Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

MESSENGER SERVICE

Airline Delivery Service, 60 East 42nd St., New York 17, N. Y.

METERED MAIL EQUIPMENT

Pitney-Bowes, Inc., Stamford, Conn.

MICROFILMING

Microfilm Corp. of America, 11 East Pleasant Ave., Maywood, N. Y.

MULTIGRAPH TYPE

Enl-Bar Fastype Co., 128 N. 12th St., Philadelphia 7, Pa.

OFFSET PRINTING

Reckman Reproduction Service, 250 East 43rd St., New York 17, N. Y.
The Letter Studio, Inc., 49 East 1st Street, New York 2, N. Y.
McCormick-Armstrong Co., Inc., 1501 East Douglas, Wichita 1, Kan.

PAPER MANUFACTURERS

Fox River Corporation, Appleton, Wisconsin
W. C. Hamilton & Sons, Milquon, Penna.
Hammermill Paper Company, Erie, Pennsylvania
International Paper Company, 220 East 42nd St., New York 17, N. Y.
Kimberly-Clark Corp., Neenah, Wisconsin
Meac Sales Company, 819 Public Ledger Bldg., Philadelphia 6, Pa.
Neenah Paper Company, Neenah, Wisconsin
Hunting Paper Company, Housatonic, Massachusetts

PHOTO ENGRAVERS

Pioneer-Moss, Inc., 460 West 34th St., New York 1, N. Y.

PHOTOGRAPHS

Washington Commercial Co., 1200-12th St., N. W., Washington 5, D. C.

PLATES & STENCILS

Columbia Ribbon & Carb. Mfg. Co., Inc. Herb Hill Road, Glen Cove, N. Y.
Remington Rand, Inc., 2 Main St., Bridgeport 1, Conn.

PRINTERS & LITHOGRAPHERS

Brooklyn Press, 335 Adams St., Brooklyn 1, New York
College Press, South Lancaster, Mass.
McCormick-Armstrong Co., Inc., 1501 East Douglas, Wichita 1, Kan.
The House of Day, 50 Irving Place, New York 3, N. Y.
Paradise Printers and Publishers, Paradise, Pa.
Richmond Press, 23 South St., Box 654, Boston 2, Mass.
Stecher-Traug Litho. Corp., 274 N. Goodman St., Rochester 7, N. Y.

PRINTING EQUIPMENT

Davidson Corp., 1048 West Adams St., Chicago 7, Illinois
Harris Seybold Company, 4510 East 71st St., Cleveland 8, Ohio

REBUILT MAIL ROOM MACHINES

The Adam Company, 250 Third Avenue, New York 10, N. Y.

STAPLING MACHINE

Staplex Company, 68-72 Jay St., Brooklyn, N. Y.

STENCIL CUTTING & ADDRESSING

Creative Mailing Service, Inc., 24 So. Grove St., Freeport, N. Y.

TRADE ASSOCIATIONS

Direct Mail Advertising Assn., 17 East 42nd St., New York 17, N. Y.
Mail Advertising Service Assn., 18652 Fairfield Ave., Detroit 21, Mich.

TYERS

National Bundle Tye Company, Hillsfield, Michigan

TYPE FACES

American Type Founders Sales Corp., Elizabeth, New Jersey

TYPEWRITERS

Ralph C. Coshead Corp., 270 Ebbelshausen Ave., Newark 5, N. J.
Remington Rand, Inc., 215 Fourth Avenue, New York 10, N. Y.

VITAMINS AND MINERALS

The Sommer & Son Co., P. O. Box 528, Mt. Vernon, N. Y.

SHORT NOTES

(Continued from page 11)

ation. "Fortune" had photographers on the job throughout the convention. After it was all over . . . the "Fortune" advertising department prepared two elaborate brochures. One, a 12-page, offset job giving a pictorial and word report on all that happened at the convention. The other, pocket type portfolio, contained 40 glossy prints of the best pictures taken during the convention. Complete sets of prints were sent to everyone who appeared in any of the pictures. One of the best convention follow-up jobs we have ever seen.

◆ **CONGRATULATIONS TO OUR OLD FRIEND** and DMAA member, Fernand Hourez of Bodden & Dechy, Brussels, Belgium for winning the top award of the British Direct Mail Advertising Association for the best direct mail campaign of 1950. Awards were presented during the International Advertising Conference.

◆ **WERE WE SURPRISED** when we received recently a price list from the United Distillers Products Corporation, Amston, Connecticut? Old Taylor Bourbon was listed at \$10 a case; Johnnie Walker Scotch at \$13.85 a case. After recovering from the first shock . . . we discovered that United Distillers had reprinted (as a gag) their advertisement in the June 1916 issue of the "Liquor Dealers' Monthly." How times have changed.

◆ **WE RAN AN ITEM** in the July Short Notes Department about the letter mailed by The Masterpiece Studios, Troy at 21st Street, Chicago 23, Illinois. Commented on the eight typographical mistakes. We have since heard from M. T. Horwich, president of The Masterpiece Studios. The mailing went to printers all over the country. It was reasoned that it is difficult to get printers to read printing . . . but they are conscious of typographical mistakes and corrections. According to Mr. Horwich, the stunt worked exceptionally well. The letter was just "tricky enough" to bring satisfying results.

◆ **THANKS** to E. A. Walz, Jr., president of Travelletter Corporation, 22 West Putnam Avenue, Greenwich, Connecticut . . . for his fine cooperation in fighting

against postage raises. He reproduced on his letterhead our article from the June issue on "The Postal Situation." He added a six-line typewritten message and mailed the letter to all members of Congress.

◆ **A BIG PAT-ON-THE-BACK** should go to Martin Baier of Tension Envelope Corporation, 19th & Campbell Streets, Kansas City 8, Missouri . . . for a beautiful job of building good will. International good will. We happened to see carbon copy of a two-page letter Martin wrote to a fellow in England . . . who wanted some information about standard sizes of envelopes in the U.S. Tension could not possibly get any business out of this inquiry . . . but Martin very kindly took his time to describe all the pieces he was sending as a gesture of friendship and helpfulness. This case so much different than a case which popped up several months ago. An American manufacturer (national advertiser) refused to send information or a sample portfolio to a Canadian inquirer . . . because goods could not be sold in Canada. We think such rude brush-offs are silly. So to Martin Baier . . . thanks for being a living example of the good neighbor policy.

◆ **ENJOYED READING** the 1950 Annual Report of the Cuna Mutual Insurance Society of Madison, Wisconsin and Hamilton, Ontario, Canada. Cuna Mutual is a non-profit insurance company and is owned and operated by the credit unions and credit union members which it insures. Have no salesmen. Do all selling by direct mail. The 20-page, 8½ by 11 inch Annual Report, called "15 Years of Building," is a humanized mixture of history and simple statistics. Well done.

◆ **CY FRAILEY**, the perennial crusader for better letters . . . has come up with another book. Title: "The Sales Manager's Letter Book." Published by Prentice-Hall. Price \$5.65. Cy has expanded the material in "Smooth Sailing Letters" and some of his other books to give the busy sales executive a manual of workable letters. There are more than 400 letter examples in the 500 pages. Contains Cy's usual down-to-earth advice on writing good letters. Worth having in your library.

◆ **A LOUD HURRAH!** The Post Office has finally started definite action against the publishers of phony direc-

tories . . . those guys who have been flooding your mail with circulars which look like bills . . . asking for an O.K. on a tipped on listing clipped from a phone book and for a check paying for an insertion in a new directory (publication date, if any, uncertain).

On August 27th a "fraud order" was issued against one of the New York outfits at 150 Nassau Street. Before this issue reaches you . . . other orders will probably have been issued. It has been a long fight to wipe this racket out of the mails. THE REPORTER has been hammering and needing for years.

The National Better Business Bureau has done a swell job, assisted by all the evidence sent in by you readers of THE REPORTER. May take some time to effect a complete clean-up. So many outfits operating—all using just about the same forms. Reason for so many: employees of one saw the easy money coming in . . . so started phony companies of their own, using same style of mailing pieces as former employers. Send your pat-on-the-back letter of appreciation to John Burke, Vice President, National Better Business Bureau, Chrysler Bldg., New York 17, N.Y. He's been carrying the ball on the long effort to rid the mails of one of the shadiest rackets. Remember . . . all rackets hurt the legitimate users of the mail. Undermine public confidence in mail appeals. So continue to send to THE REPORTER any evidence which in your opinion constitutes misrepresentation or actual fraud. We'll work through the proper channels.

◆ **THE NEXT REPORTER** (annual pre-convention issue) will be something entirely different. To tell the truth, it was completely finished before we got around to editing this September issue. The October Reporter will be for all the beginners in direct mail . . . for all the people in your organization who want to study all phases of direct mail. We hope the old-timers and the hard-boiled professionals won't be too severe in their criticisms. Perhaps they will want to review the outline to see whether we've gone off base in our advice about fundamentals.

At any rate . . . the next issue to reach you will contain a complete study program covering the entire field of direct mail. The material can be used for internal company training or for local study groups. Nothing like it has ever been attempted by any trade publication in any field. It will either be a big success . . . or fall flat on its face. Watch for it! Be prepared for the longest and most elaborate text you've ever found in The Reporter. You can throw your bouquets or brickbats in Milwaukee.

H. H.

WHICH IS YOUR CATALOG?

...This



or this

For an extra fraction of a cent per copy bright, durable, eye-catching Hammermill Cover will make them want to read . . . and keep . . . your sales catalog!

Very often the difference between a catalog that is promptly filed in the wastebasket and one that brings in the orders is simply an attractive cover that wins attention. If you have an important sales message, make it *look* important . . . and interesting.

Your printer will be glad to show you how use of Hammermill Cover will help give your mailings initial impact—and keep them selling for you for

months after you send them out. Hammermill Cover comes in eleven attention-winning colors and a bright white. You can depend on the quality and printability of this sturdy, "like-sided" cover paper because it is backed by the "Hammermill" name, accepted by thousands of buyers of business printing. *Send the coupon for a sample book.* No charge or obligation.

**HAMMERMILL
COVER**

BY THE MAKERS OF HAMMERMILL BOND

Hammermill Paper Company
1621 East Lake Road, Erie 6, Pennsylvania

Please send me—**FREE**—the up-to-date sample book of Hammermill Cover.

Name

Position

(Please attach to, or write on, your business letterhead.) TR-5ep1



EASY ON THE PRESS... EASY ON THE EYES

INTERNATIONAL TICONDEROGA TEXT

When you need a match, specify **Ticonderoga Text** . . . match envelopes and coverweight in 7 watermarked colors plus cream and Brite White, laid or wove, plain or deckle-edged. You'll get truly distinctive appearance in brochures, book jackets, programs, menus, announcements, etc. . . . at surprisingly low cost. Versatile **Ticonderoga Text** is easy on any press . . . offset, letterpress or gravure. International Paper Company, New York 17, N. Y.



INTERNATIONAL PAPERS
for printing and converting

